

LIFE



IS THE REPUBLICAN PARTY
TRYING TO COMMIT SUICIDE?
WHY WHITE HOUSE AND OLD GUARD ARE AT ODDS

PRETTIEST CHORUS GIRL
IN LAS VEGAS: KIM SMITH

20 CENTS

JUNE 21, 1954



Beautiful on the outside! This new Cycla-matic Frigidaire is ready to brighten your life with all the lively new colors you see here. Choose from snowy white, Sherwood green or Stratford yellow. The lustrous touches of chrome and gold beautifully accent the flowing lines of modern design. And see, too, how the new Frigidaire ranges in matching colors complete the custom-created appearance of your kitchen.

Color

to make your life brighter



Glamorous on the inside! Just as you would expect in anything so fine, the inside of the new Cycla-matic Frigidaire is color-keyed to the outside. The delicately shaded colors are highlighted with golden-finished aluminum shelves, and lavishly sprinkled with colorful accents. It will thrill you every time you open the door!

Self-Service

to make your work lighter



As practical as it is beautiful! A new idea in food-keeping — complete Self-Service gives you the easiest-to-use food freezer-refrigerator made. The completely separate Food Freezer lets you shop weeks ahead. Quickube trays serve ice in a wink. Frozen juice cans have their own sliding racks. Frigidaire's

Cycla-matic brain gets rid of frost and defrost water automatically — no buttons or timers. Roll-to-You Shelves bring all food up front. The new Pantry-Door has an Egg Server that serves one egg at a time; separate butter and cheese compartments; containers for left overs; even a handy Server Tray.

**Never before so much
of everything you've wanted —
so much value in every way!**

These are not just new models, they're new trends in homemaking! There are Cycla-matic models in sizes from 7.0 to 15.0 cubic feet — all with Lifetime Porcelain interiors; all with right or left-hand doors at no extra cost; all with exclusive Meter-Miser, simplest refrigerating mechanism built. The wide choice of models includes several with Lifetime Porcelain exteriors — also in white or color. Ask about all the Frigidaire appliances that Arthur Godfrey recommends — at your Frigidaire Dealer's. Look for his name in the phone book under "Electrical Appliances." Or write Frigidaire, Dept. 2254, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

Cycla-matic Frigidaire



Built and backed by General Motors

B.F. Goodrich Tubeless Tire

**takes the scare out of bruise blowouts
by making them safe s-s-slowouts**

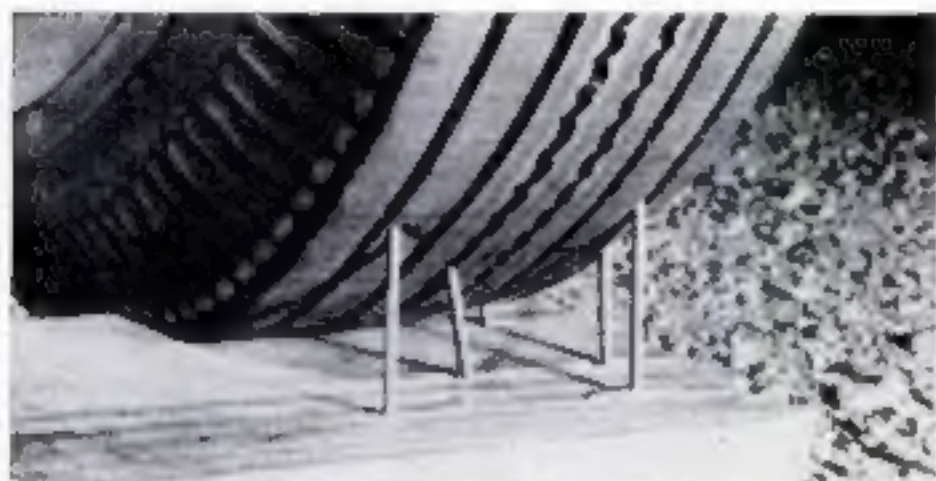


THE "GHOST" CAR at left represents a danger always present in tires with tubes—blowouts. The dark car, right, rides on B. F. Goodrich LIFE-SAVER Tubeless Tires.

In tires with tubes, most blowouts start when the tire hits sharply against a curb or rock. It snaps some of the cords that give the tire its strength. With miles or months of driving, the weak spot grows into a bruise-break. The tube

works into the break, gets pinched and explodes through the sidewall—blowout!

But a patented liner replaces the inner tube in B. F. Goodrich LIFE-SAVER Tubeless Tires. A bruise-break leads to a slow leak—a safe slowout instead of a blowout! Fits standard wheels. See B. F. Goodrich LIFE-SAVER Tubeless Tires at your B. F. Goodrich retailer, listed in the Yellow Pages under "Tires". Convenient terms.



SELF-REPAIRING. B. F. Goodrich LIFE-SAVER Tubeless Tires seal their own punctures. Patented sealant under tread holds nail in airtight grip. When you pull nail, sealant plugs hole permanently.



ANTI-SKID. Thousands of flexible grip-blocks give B. F. Goodrich LIFE-SAVER Tubeless Tires extra skid resistance. In this 30 mph wet-road test, LIFE-SAVERS stop 17 feet shorter than regular tires!

**COMPARE
the COST**

**Costs less than
an ordinary tire and
a safety tube**

MAKE OF CAR	BFG LIFE-SAVER
FORD CHEVROLET PLYMOUTH	\$30.95 EACH \$70.15—PLUS TAX and your old tire
MERCUY BUICK PONTIAC	\$34.45 EACH 710.15—PLUS TAX and your old tire
DODGEOLDS BUICK DESOTO	\$37.95 EACH 760.15—PLUS TAX and your old tire
CADILLAC LINCOLN PACKARD	\$41.45 EACH 800.15—PLUS TAX and your old tire

COMPARE...You'll buy LIFE-SAVERS®

There are more B. F. Goodrich Tubeless Tires in use than all other makes combined





New life for your engine



WINGED performance for your car



There is an AC Spark Plug engineered to General Motors standards for *your* car. These famous Spark Plugs bring you the power-boosting, gas-saving advantages of AC self-cleaning patented insulation material. Be sure you get genuine AC Spark Plugs.

HEART of your car's performance



Every gallon of gasoline you use must be fed steadily, dependably, efficiently to your engine's carburetor. AC Fuel Pumps do this critical job in 90% of the nation's motor vehicles. If your fuel pump is several seasons old it is wise to replace with a new AC *before* normal wear affects it too seriously.



PROTECTING your car's peak performance

Keep your engine full of life — smooth and responsive, powerful and economical! It *can* be done — and the key factor is just this simple — have your oil filter changed regularly, every 4,000 to 6,000 miles, and be sure you get a genuine AC Oil Filter each time you change.

Briefly — here are some of the benefits you get when you protect your engine with an AC Oil Filter. The clean oil you

buy is *kept clean*. Every tiny particle of dirt, grit, metal is filtered out — *trapped* so it cannot circulate and injure the smooth, close-fitting parts that make a modern engine so efficient and so quiet. Full, clean-oil lubrication is furnished *all* the time, not just when oil is freshly changed. Yes — you can be sure of new *life* for your engine if you will only remember to have a new AC Oil Filter installed at factory-recommended intervals.

125,000 DEALERS TO SERVE YOU

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION

MONEY MODULE

...the first and only complete Employee-Benefit Plan
specially designed for smaller employee groups

MONEY MODULE

is a completely new multiprotection plan.

In one package, it offers various combinations of:

1. Retirement pension for the employee.
2. Death benefits for his dependents.
3. Income to his widow to supplement Social Security.
4. Disability income for the employee.
5. Hospital and surgical benefits for the employee and his family.

The word "MODULE" means "unit." MONEY MODULE is made up of basic units of insurance and retirement benefits. It's a "build-your-own, unit-by-unit" plan providing the desirable combination and amount of benefits.

Until the invention of MONEY MODULE, there was no comprehensive employee-benefit plan specially designed for small groups. Group insurance and annuities—as conventionally used by larger organizations—do not adequately meet the need in a smaller firm. And retirement plans for small groups using regular retirement policies are often inflexible and expensive.

Yet a good employee-benefit plan is one of the most important assets of any company. It keeps employee morale high, makes people proud of the company they work for, reduces costly turnover, and gives workers a feeling that they count as *individuals*—all of which is good for productivity.

Now, these advantages are no longer enjoyed exclusively by large firms. For, with MONEY MODULE, the smaller business can meet the larger companies on their own ground—offer employee benefits *even more attractive than those the competition offers*, at the right price!

It's often possible to cover employee groups of as few as 10 to 25 people. And MONEY MODULE employee-benefit plans have been installed at costs ranging from 1% to 10% of pay roll. In some cases, part of this cost has been covered by employee contributions.

Electronic "Brain" Makes MONEY MODULE Possible.

New electronic equipment handles the complex "paperwork" of this amazingly flexible plan so speedily and so efficiently that MONEY can pass on the resulting savings and benefits of unit construction!

Check these important advantages of MONEY MODULE

1. Costs less! More benefits for less cost than other plans for small business firms!
2. Covers older employees! Older employees can be given adequate benefits without undue initial heavy investment!
3. Unit costs grow smaller as plan grows larger! Because of its unique structure,

MONEY MODULE can *reduce* the unit cost per person as the average size of the benefit per person and number of lives covered *increase*.

Employers who want more
information are invited to mail
the coupon below.

FLEXIBLE • ADAPTABLE • ECONOMICAL • EFFICIENT

Mutual Of New York offers life insurance, accident and sickness insurance, and retirement plans . . . for employee groups and for individuals. For further information about any MONEY policy, you are invited to write to our Home Office. Our representatives throughout the United States and in Canada stand ready to help you.

MUTUAL OF NEW YORK
THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
BROADWAY AT 55TH STREET, NEW YORK 19, N. Y.
"FIRST IN AMERICA"

MUTUAL OF NEW YORK, Dept. 1-54
Broadway at 55th Street, New York 19, N. Y.
I'd like to find out more about MONEY MODULE—and
what advantages it offers me and my employees.

Name _____ Title _____
Company Name _____
Type of Business _____ No. of Emp. _____
My fiscal year ends _____
Address _____
City _____ State _____

This One



K7KE-67F-JKXP

Up to now, there
has never been a
toilet tissue exactly
like this one.

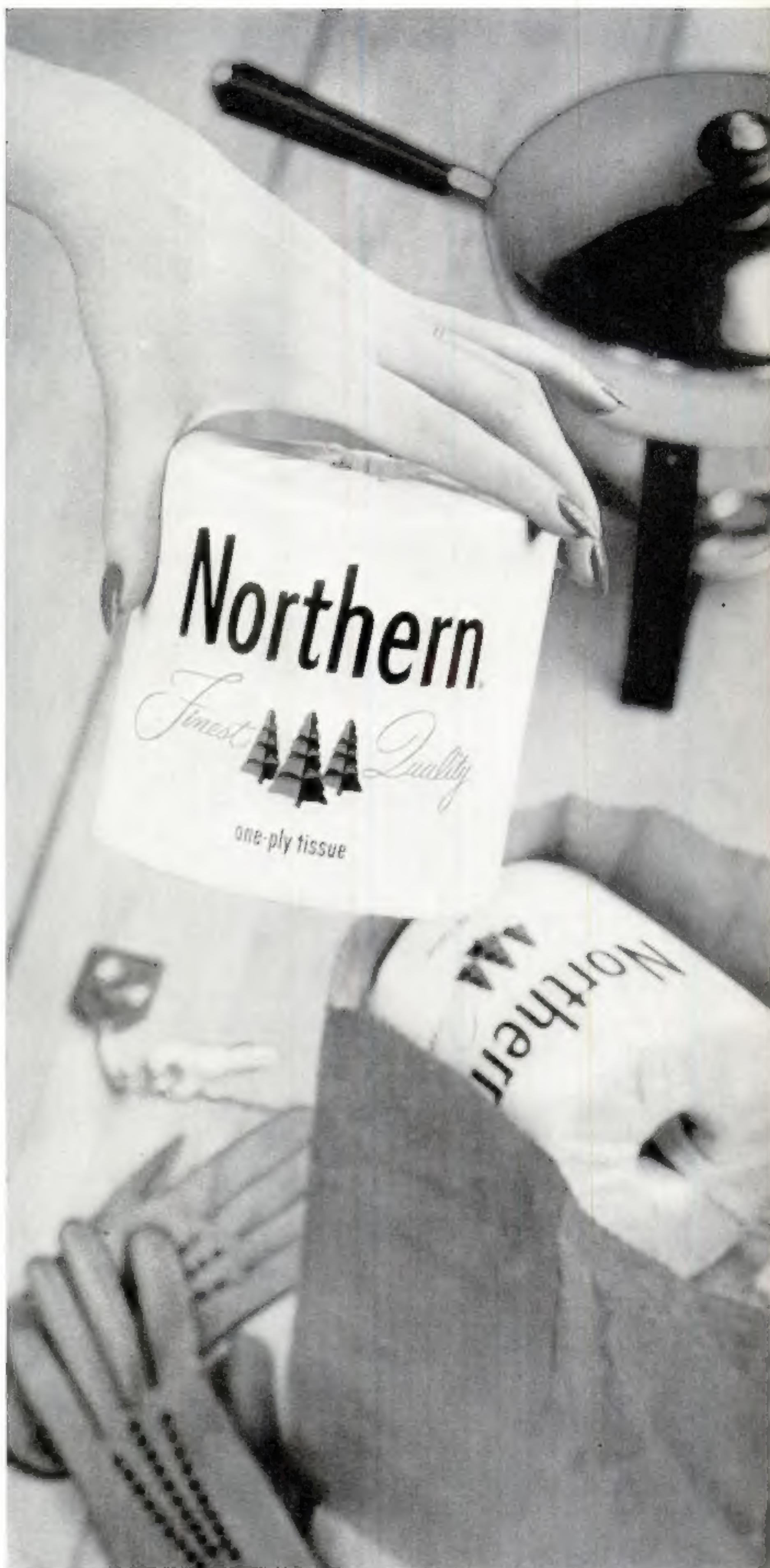
This is
new Northern Tissue,
and this is why
it's different:

1

Nobody has ever offered
you a single sheet
tissue this soft before!

2

Nobody has ever
offered you this much
softness for the money!



COPYRIGHT 1954, MARATHON CORP., NORTHERN PAPER MILLS DIVISION

We hope you'll try it first chance you get- We know you'll be glad you did!

How to "stretch" a small kitchen

(or make a big one extra convenient)



Look! Room for a snack bar . . . yet the compact Spacemaker packs in every important big-range convenience—including extra-wide oven that holds a meal for 24! Also, such "extras" as lift-out drip pans

and trays, big storage drawer, full-length fluorescent light over cooktop, 2 appliance outlets—1 timed. General Electric Co., Appliance Park, Louisville 1, Ky. About \$2.38* a week. Full price . . . **\$229.88.**



Cook with pushbuttons. Nothing to turn or adjust. A fingertip flicks on exact, unvarying heat. So easy—even when your hands are full or wet. Indicator light shows when any surface unit is on.



New, famous "Focused Heat" broiler. Economical. Cooks the delicious "charcoal" way. Removable Calrod® bake and broil units. They slide out to clean. No old-fashioned open coils.

Speed-Cooking ranges—so fast . . . so clean . . . so dependable

GENERAL  ELECTRIC

G.E.'s big-oven

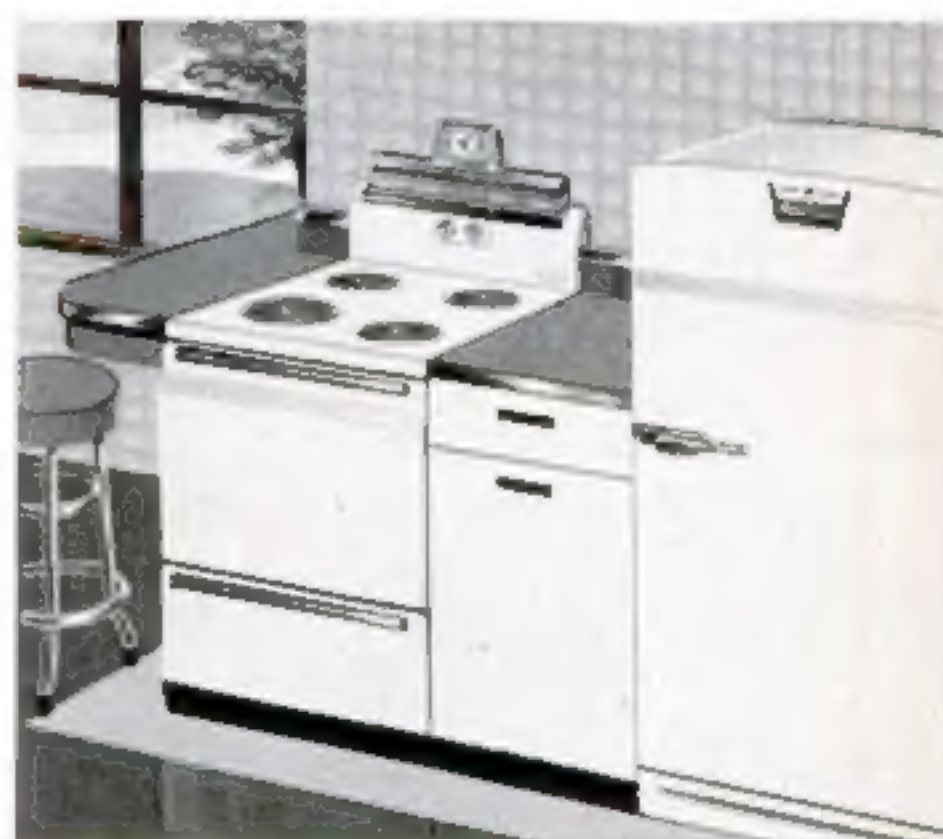
SPACEMAKER

takes up little room . . .

lets you use space you wouldn't have with a larger range.

Price . . . only \$229.88.

(New low price based on reduced excise tax.)



A SPACEMAKER LEAVES ROOM for more counters, other appliances . . . because it takes up sixteen inches less width than a 40-inch range. Yet it gives you big-range cooking! Big, wide oven holds a huge meal. Surface cooking units are full size—widely spaced to allow room for large pans.



IDEA! USE TWO SPACEMAKERS! They cost no more than one de luxe range . . . and you get 8 full-size surface units, 2 complete master ovens. This is just one of many interesting combinations you can have with two Spacemakers.

Be modern . . . cook electrically

IN EVERY G-E RANGE . . . big, wide-front oven; "Focused Heat" broiler; removable, cleanable oven units; pushbuttons; Hi-speed and EXTRA-Hi-speed units. Low as \$191.33 or \$1.96* per week.

*After small down payment. See your G-E dealer for details. Prices and specifications subject to change without notice. Available in Canada at slightly higher price.

Does the most for you—worth the most to you



new '54 PLYMOUTH

America's "best-buy" low-price car

PowerFlite Fully Automatic No-Clutch Transmission is now available with the new higher horsepower PowerFlow engine. PowerFlite does more for you with a combination of acceleration and smoothness unmatched by any other transmission. Gives you flashing performance that's smooth under all driving conditions—even on hilly, up-and-down streets. Also available, Hy-Drive—the lowest-cost no-shift drive in the lowest-price field.



YOU ENJOY EFFORTLESS, ACCURATE STEERING, even on ruts, bumps, sharp curves, trolley tracks, other hazards, with Plymouth's full-time Power Steering. Besides full-time protection from shocks and swerves, it enables you to park with one-fifth the normal effort.



PLYMOUTH FUEL LINES WON'T CLOG OR FREEZE because dirt and water are kept out. Plymouth's Oilite filter, located right in the fuel tank, prevents both water and dirt from entering the fuel lines. Other Plymouth filters keep oil and air clean, prolonging engine life.



PLYMOUTH POWER BRAKES OFFER EXTRA-EASY STOPS, require only half the pedal pressure of regular brakes. And Plymouth brakes give you better control because Plymouth has two hydraulic cylinders in each front brake, where competing cars have only one.



SAFETY-RIM WHEELS . . .

in case of a blowout . . .

help hold the tire . . .

straight on the rim . . .

aid you in slowing . . .

to a safe, controlled stop.

And these are just a few of the "do-more-for-you" features that make a Plymouth worth more to you. Your Plymouth dealer would like to demonstrate one of these great new cars to you.

PowerFlite, Hy-Drive, Power Steering and Power Brakes each optional at low extra cost.



CHRYSLER CORPORATION'S No. 1 CAR

Fun for the whole family! Enjoy "That's My Boy" each week on CBS-TV. See TV page of your newspaper for time and station.

LETTERS TO THE EDITORS

END OF SEGREGATION

Sirs:

... LIFE's editors should certainly be congratulated for their faithful stand on this major problem ("A Historic Decision for Equality," LIFE, May 31) through the years. Your coverage of mock trials in the South, the race riots in our major cities and now "a head start on racial equality" is most promising news for Christians.

WALTER SHERMAN

Spokane, Wash.

Sirs:

... The nine so-called honorable men ... are not honorable any more. When the honorable opinions of a vast majority of the responsible citizens of any section of a democracy no longer count, we no longer have a democracy. It would appear that our judges have become the stooges of crooked politicians and race baiters ...

S. L. WORLEY

Scottsboro, Ala.

Sirs:

I have but one question for Governor Talmadge of Georgia. What is meant by "One Nation, indivisible, with liberty and justice for all"?

RALPH ARNOLD

Houston, Texas

Sirs:

You might be interested to know that the first controversy over the admittance of a Negro to an American school was started in 1833 when Miss Prudence Crandall (right) of Canterbury, Conn. accepted a Negro in her girls' school. Her neighbors immediately protested and her white pupils withdrew. Miss Crandall tried to keep the school open for colored students only but was thrown in jail. Her well was filled with refuse, she was forbidden to enter the church and fanatics tried to set fire to her house. Realizing that the fight was hopeless even though the Connecticut Supreme Court of Errors vindicated her, Miss Crandall married a Baptist preacher and moved to Illinois.



FOSTER W. RICE

South Norwalk, Conn.

ST. PIUS X

Sirs:

... Not only is "The Making of a Saint" (LIFE, May 31) masterfully written by an able craftsman, but its delineation of St. Pius X's life and its explanation of Catholic doctrine are simply and superbly expressed.

PATRICK J. WHELAN

La Crosse, Wis.

Sirs:

"The Making of a Saint" was the biggest piece of hokum I have read in a long time.

FELIX EZRA CRABB

Long Beach, Calif.

Sirs:

Having conducted a few canonization processes myself and having been "Devil's Advocate" in a couple

of others, I read the article with more than usual interest. ... Your statement that "... the record must be free of any evidence that Pius X was ever venerated during his lifetime, since theologians consider veneration of the living a possible sign of diabolic influence" would lead one to suspect that the author doesn't know the difference between a nimbus and a cocked hat. Actually the part of the process referred to is an investigation to determine whether or not, contrary to the laws of the Church as stated by Urban VIII, public veneration has been given to a person after his death and prior to his beatification. ...

REV. DAMIAN J. BLAHER, O.F.M., J.C.D.

Olean, N.Y.

● Both Father Blaher and LIFE are partly right. Any public veneration either during lifetime or after death is considered an obstacle to canonization.—ED.

PEEPERS' PLUNGE

Sirs:

Everyone knows Wally Cox and Patricia Benoit were married on the Peepers show ("Mr. Peepers' Plunge," LIFE, May 31). But are they really married? Isn't Patricia married to someone else?

MRS. JOYCE OBERT

Joliet, Ill.



THE SWIFTS AND JUST-MARRIED COXES

● Patricia is married to Peter Swift Jr. Two weeks ago Wally married 20-year-old Marilyn Gennaro, until recently a dancer in *The Pajama Game*, at an outdoor ceremony in Maryland.—ED.

GIRLS' SCHOOL

Sirs:

... We read your article on our school ("Girls' School," LIFE, May 31) with joy and disappointment. ... The spirit of warmth and basic freedom which the girls sense in the school did not characterize the article. "You would think we live in a prison or a nunnery" was the characteristic reaction of many who read of some of the restrictions which were mentioned, but which they accept as routine—not, however, when denied some permissions they request! ...

RUTH JENKINS
Headmistress

Annie Wright Seminary
Tacoma, Wash.

HOLLYWOOD HE-MEN

Sirs:

In "The Stronger Sex Makes Strong Box Office" (LIFE, May 31) I was glad to see most of my favorites. ... But why in the world wasn't Montgomery Clift included? He's just as good-looking if not better-looking than your choices, and as for his acting ability! Well!

MARIE ANOROSO

New York, N.Y.

Sirs:

... Conspicuously absent was the heart throb of all young women today—Marlon Brando! He is a little bit on the primitive side, but we like them rugged!

JULIE PAGANO

New York, N.Y.

Sirs:

I think Tony Curtis is cute, but he is too short for me.

FRANCES RICHARDS

Starke, Fla.

Sirs:

I failed to see a picture of Donald O'Connor.

HEATHER CALHOUN

Beauharnois, Quebec

Sirs:

Can you tell me why big he-men like Burt Lancaster never have hair on their chests?

MRS. R. C. WARNER

Eureka, Calif.

● Lancaster has a hairy chest but shaves it for some roles.—ED.

SCHWARTZ'S SURPLUS ARMADILLOS

Sirs:

If Sidney Schwartz hasn't unloaded his supply of armadillos yet (LIFE on the Newsfronts of the World, May 31), the Calgary, Alberta city zoo needs one.

E. SAVAGE

Ottawa, Ontario

● Mr. Schwartz gave armadillos to each of the first two zoos to call (Toronto and Granby, Quebec), is keeping seven for his research work.—ED.

MRS. PETROV (CONT'D)

Sirs:

I thought you would be interested in knowing that recently the Polish Communist weekly *Swiat* published one of the pictures of Mrs. Petrov being "escorted" by Soviet agents to the plane in Australia ("A Spy Thriller Outdoes Fiction," LIFE, May 3) but with a somewhat different caption from yours:

"Australia's reactionary government has recently



MRS. PETROV'S "FASCIST" ESCORTS

resorted to gangsterlike methods. ... The Australian authorities launched a vicious anti-Soviet campaign and organized the kidnaping of Petrov's wife, who wanted to return to the U.S.S.R. A group of Australian fascists, with the active cooperation of the police, kidnaped Mrs. Petrov from the airport (see photo). ...

RITA WHEARTY

Free Europe Committee, Inc.
New York, N.Y.

Please send



to _____ name
_____ address
city _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.

(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.

L-3425

Please address all correspondence concerning LIFE's editorial and advertising content to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to: J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require four weeks' notice. (If Post Office is asked to forward copies to another community, subscriber is charged a minimum of 23¢ an issue under parcel post rates.) When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Bernard Barnes, Allen Grover, Andrew Heiskell, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice; Controller and Assistant Secretary, Arnold W. Carlson.



SPEAKING OF PICTURES

**Stretchable tube dress
which LIFE showed
inspires fashion parody
in a T-shirt for two**

When the story "T-Shirt Goes to New Lengths" first appeared in LIFE (April 26), the picture of a model struggling to put the tube dress on (left) caught the irreverent eye of a fashion photographer named Fred Anderson. Deciding to take the T-shirt to even greater lengths, he bought 10½ feet of tube and put not one but two people inside. Snugly encased, the couple provided Photographer Anderson with the fashion burlesque shown here and discovered for themselves that the T-shirt for two offered a new-fangled place for the old-fashioned practice of bundling.





COULD *YOUR* DOG PASS AN EXAMINATION FOR LIFE INSURANCE

...On same basis
as humans?



65% CANNOT!

HE CAN-if Fed Exclusively on Ideal

Here's shocking news to you dog owners who believe your dogs are well fed:

A famous clinician* has just revealed that, if dogs were human, 65% could not pass exams for insurance... because of poorly balanced diets. These dogs, like yours, are undernourished, even though it is not apparent to you.

**PROOF that Ideal is the Completely
Balanced Food!**

In other authenticated studies by one of America's leading nutritionists*, every one of hundreds of dogs fed exclusively on Ideal Dog Food were robust and disease-free! Thus Ideal provides total superiority in feeding!

Your dog will be more vigorous and healthy on Ideal Dog Food, too.

Made by Wilson & Co., one of America's largest and finest Meat Packers, Ideal is compounded like a prescription... is laboratory controlled and Government Inspected every step of the way. Each ingredient is in exact balance for nutritional sufficiency. Ideal supplies *all* the minerals... *all* the vitamins... *all* the balanced proteins of a complete 7-Course Meal—everything needed for improved vigor, eyes, coat and skin in your dog or cat. Start feeding Ideal today. Does not contain chlorophyllin.

*Names on request.

© 1954 Wilson & Co., Inc.



Only Ideal Dog Food

CLAIMS IT HAS ALL THE
MINERALS, VITAMINS
AND PROTEINS OF A

"Complete 7-Course Meal"

WILSON & CO.
VINC
MEAT PACKERS

**GIVE YOUR DOG A GOOD DEAL...
A Good Deal of Ideal**

LIFE

EDITOR-IN-CHIEF: Henry R. Luce
PRESIDENT: Roy E. Larsen
EDITORIAL DIRECTOR: John Shaw Briggs

Edward K. Thompson, MANAGING EDITOR
Maitland A. Edey, ASSISTANT
Robert T. Fison, MANAGING EDITOR
John K. Jessup, CHIEF EDITORIAL WRITER
Charles Tudor, ART DIRECTOR
Philip H. Wootton Jr., SPECIAL PROJECTS
Joseph Kastner, COPY EDITOR
Marian A. MacPhail, CHIEF OF RESEARCH
Ray MacLellan, PICTURE EDITOR
Hugh Modett, NATIONAL & POLITICAL
Gene Farmer, FOREIGN NEWS
William Jay Gold, ARTICLES
Donald Birmingham, ASST. TO THE M.E.

STAFF WRITERS: Herbert Brown, Edmund Cal-
houn, Robert Conzhang, Ernest Hae-
mann, Emmet Hughes, John Osborne, Win-
throp Sargeant, Joel Sayre, Robert Wad-
sworth.
PHOTOGRAPHIC STAFF: Margaret Bourke-
White, Cornell Capa, Edward Clark, Ralph
Crane, Louis Dean, John Dominis, David
Duncan, Alfred Eisenstaedt, Eliot
Frisson, J. R. Eyerman, N. R. Farnham,
Andrew Feininger, Albert Fenn, Fritz Goro,
Alan Grant, Yale Joel, Robert W. Kiley,
Dimitri Kessel, Wallace Kirkland, Nina
Leen, Thomas McAvoy, Francis Meyer,
Ralph Morse, Carl Mydans, Gordon Parks,
Michael Ronger, Walter Sanders, Frank J.
Scherschel, Joe Scherschel, George Silk,
George Skadding, W. Eugene Smith,
Howard Sothmann, Peter Stackpole, Hank
Walker.

ASSISTANT PICTURE EDITORS: Frank Cam-
pan, John Bryson.
FILM EDITORS: Margaret Sargeant, Barbara
Hewster, Miriam Smith.

ASSOCIATE EDITORS: Oliver Allen, David
Dreiman, William P. Gray, Mary Hamman,
John Jenkins, Sally Kirkland, Kenneth
MacLeish, William Miller, Jon Priden, R.
Marshall Smith, Claude Stenhardt, A. B. C.
Whipple.

ASSISTANT EDITORS: William Brinkley, Earl
Brown, Robert Campbell, Charles C. Cap-
lan, Gene Cook, Lee Frimman, Stanley
Frank, Dorothy Fuchs, Nancy Garet,
Marcel Hall, Edward Korn, Doris Koney,
Mary Lanthier, John Luter, Eleanor
Purish, Norman Ross, Roy Rowan, David
Schuman, Dorothy Seibert, Mary Tom
Scheiner, John Stanton, Margit Varga, Val-
erie Vonderhulst, Warren Young, David
Zedlin.

REPORTERS: Jane Almer, Mary Elizabeth
Barber, Margaret Bassett, David Bern-
hardt, Peter B. Biskup, Margery Byers,
Aixine Campbell, Barbara Dawson, Anne
Doherty, Beatrice Doherty, Terry Drucker,
Laura Ecker, Clay Felker, Caroline Fraser,
James Goad, Gerry Green, Roxane
Guerrero, Kathleen Harrington, Terry Har-
man, Alice Hughes, Helen Hunsdale, John
Hollen, Bayard Rustin, Grayce Horan,
Morton Hume, Patricia Hunt, Sam Jaffe,
Patricia Johnson, Nancy Kemp, Barbara
Levin, James Lipscomb, George M. Loe,
Joanna M. Quast, Laura Nelson, Susan
Newberger, Charles O'Connor, William P.
Perry, Parkin, Jacqueline Polatoff, Myra
Pines, John Porter, Henriette Rosenberg,
Jane Schell, Virginia Shelden, Camille
Smith, Jeanne Stone, Marion Steinmetz,
Richard Stolley, Lucy Tootell, Alice
Thompson, Virginia Towse, Claire Waver,
Margaret Wilson, Laurie Worcester.

COPY READERS: Helen Denell (Chief), Alison
Kallman, Virginia Sadler, Suzanne Seixas,
Marguerite Toole, Rachel Tuckerman.
LAYOUT: Bernard Quint, David Siech (As-
sistant Art Director), William Gallagher,
Bible Anshberger, Matt Greene, Earle
Kersh, Beltri Knauth, Fernando Martinez,
Anthony Sodaro.

PICTURE BUREAU: Natalie Kosek (Chief),
Mary Carr, Betty Doyle, Margaret Gold-
smith, Ruth Lester, Maude May.

PHOTOGRAPHIC LABORATORY: William J.
Sonata (Chief), George Harris.

PICTURE LIBRARY: Alma Fargleton (Chief),
Doris O'Neil.

U.S. AND CANADIAN NEWS SERVICE: Lawrence
Laybourne (Chief of Correspondents), Irene
Saint, Tom Campbell, Henry Saylan,
Jr., Helen Fennell, Burgess, W. Carleton,
James Shepley, George Hunt, Mary H.
Cadenhead, William Goodrich, Jr., Will
Lang, Marshall, Lindsay, Corcoran, Sam
Wells, Hugh Graves, Robert Drew, Jane
Foster, Dana Dane, Haydon, Richard Mor-
rison, Jr., Los Angeles, Burton Becker,
London, Winthrop, Shaun Alexander,
Philip Kimball, Jr., James Leventhal,
Frank Pierson, Atlanta, William S. How-
land, Jerry Hargrave, Boston, Jeff Wain,
George Smith, Dallas, William Johnson,
Scott Lerner, Houston, Wilbur C. Ram-
phey, Jr., Denver, Ed Ogle, Robert Ajemian,
Detroit, Fred Collins, Leon Jaffe, San
Francisco, Alfred Wright, Richard Pollard,
Robert Morse, Seattle, Robert Schulman,
Robert Shaperson, Ottawa, Serrell Hil-
man, Byron Higgins, Montreal, William
W. White, Toronto, Robert W. Glasgow.

FOREIGN NEWS SERVICE: Manfred Gottfried
(Chief of Correspondents), John Boyce,
George Catapan, Burgess, Los Angeles, Andre
Laguerre, Donald Burke, Ruth Lyman,
John McPiken, Penelope Ward, Paris,
John Thorne, Milton Orshesky, Mathilde
Carnacho, Nathan Kitchin, Bonn,
Frank White, James Bel, John Dyle,
ROME, Robert Neville, Dean Brice, Ma-
drid, Pierre Saporta, Johannesburg, Alex-
ander Campbell, Middle East, Keith
Wheeler, New Delhi, James Burke, Hong
Kong, John Mecklin, Tokyo, Dwight Mar-
tin, Donald Wilson, Mexico City, Robert
Lubar, Guatemala City, Harvey Rosen-
house, Rio de Janeiro, Craton Jones,
Buenos Aires, John Dowling.

PUBLISHER: Andrew Heiskell
ADVERTISING DIRECTOR: Clay Buckhout

SHIRLEY BOOTH
as Mrs. Leslie



Women
everywhere
will be
talking

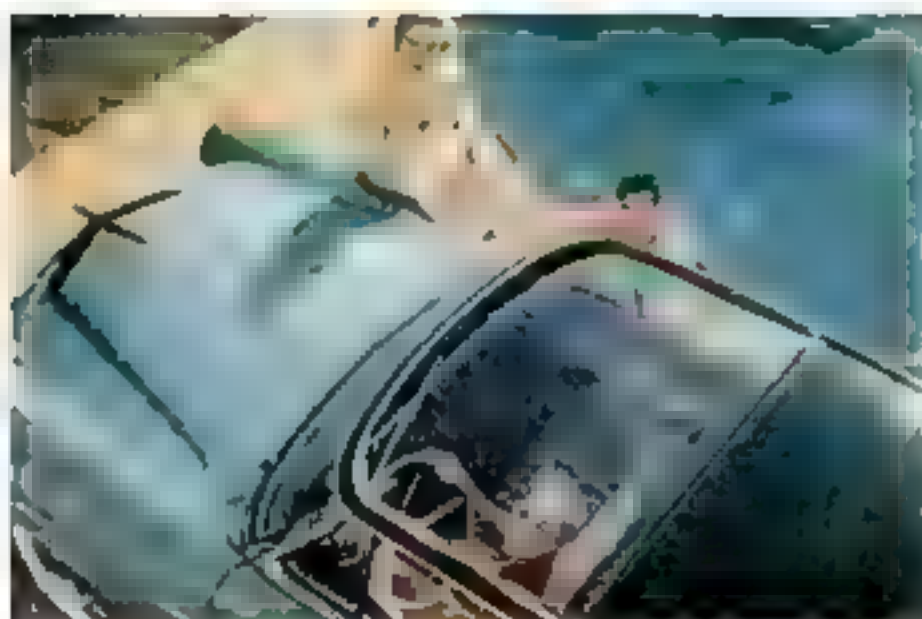
**ABOUT
MRS.
LESLIE**

and
the man she
never quite
married!



A PARAMOUNT PICTURE
SOON AT YOUR
FAVORITE MOVIE THEATRE

It's easy to see why so many people are switching to Mercury



FAR-ADVANCED STYLING—Mercury's style leadership—in colors, interiors, and outside design—is dramatically revealed in the transparent-top Sun Valley.



ENTIRELY NEW 161-HORSEPOWER V-8—Mercury has done more than increase horsepower. It offers you an *all-new* engine with unique, far-reaching improvements in V-8 design.



SMOOTHER MERC-O-MATIC DRIVE—Mercury's optional no-shift transmission eases traffic-tension, makes all driving more enjoyable. Available on any Mercury model you wish.



OVER 700,000 NEW MERCURY OWNERS IN 4 YEARS! Smart car buyers—by comparison shopping—are discovering that Mercury offers more for the money.



NEW BALL-JOINT FRONT SUSPENSION is a Mercury "first" in its field—results in far-easier steering, greater stability on sharp curves or corners, a softer ride on *any* road.



MORE OF THAT FAMOUS MERCURY ECONOMY—Four automotive publications have hailed Mercury's new engine as one of the most efficient—pound for pound—ever built.



TOP TRADE-IN VALUE IN ITS FIELD—National market surveys consistently show Mercury leading its class for trade-in value. It will pay you to see your Mercury dealer.

It pays to own a **MERCURY** *for longer-lasting value*

MERCURY DIVISION • FORD MOTOR COMPANY

Only Philip Morris Has It ! New Exclusive "SNAP-OPEN" Pack



Only Philip Morris gives you **MORE VINTAGE TOBACCO**
than other leading cigarettes!



Yes! *Only* PHILIP MORRIS has the new "Snap-Open" pack . . . the fastest, easiest opening pack in the world! So easy, you can open it with your gloves on. It means no more torn, messy packs . . . no more tobacco in pocket or purse. And *only* PHILIP MORRIS . . . King Size and Regular . . . gives you *more rare vintage tobacco* than other leading cigarettes.

The kind of tobacco that comes along only about once in seven years, according to U. S. Government standards. Try a carton now.

CALL FOR PHILIP MORRIS
KING SIZE or REGULAR

Now Available In Both
KING SIZE and REGULAR



ZIP the tape . . .

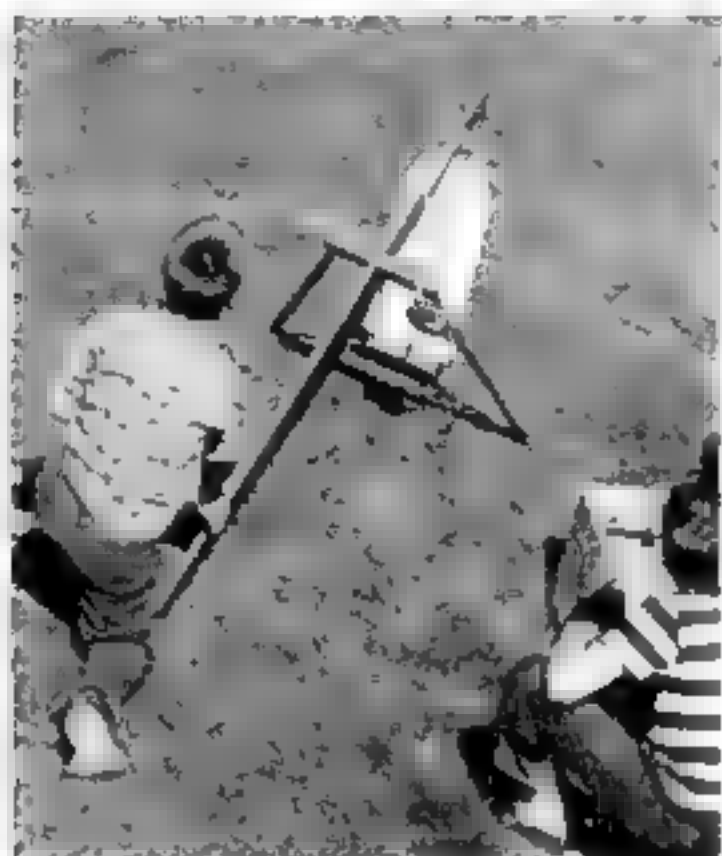


SNAP it's open . . .



PRESTO it closes again
to keep cigarettes fresh!

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1954 BY TIME INC.



A BOY FIRES A SPLASHBOMB, A SHOWGIRL PLUNGES INTO A LAS VEGAS POOL AND A YOUNG BUSINESSMAN GETS TO WORK

WHEN THE LIVIN' IS EASY, FISH ARE JUMPIN'

June 21, the date of this issue, marks the beginning of summer, a season whose magic is captured in the Gershwins' lovely song *Summertime*:

"Summertime, an' the livin' is easy,

Fish are jumpin', and the cotton is high. . . ."

Already LIFE has taken on a summery quality. We got no cotton, but we got a good share of easy livin', with golfers out on the links trying to beat Ben Hogan, Army Secretary Stevens relaxing on his ranch and a pert showgirl leaping into a swimming pool. And fish are jumpin' in the essay (pp. 70-76) on the Atlantic salmon fishermen and their big, silvery quarry.

Summertime '54 is not without its troubles. Crises and riots and bitter disputes continue to trouble the world. Yet we look forward to the summer as a time of beauty and a

season of a thousand and one pleasures. There will be picnics and pennant races, swimming and sailing, outdoor dances and juleps on the lawn.

No story in this issue speaks more of summer than the one on pages 15 to 19. For this season belongs to children. It marks a time of enterprise and adventure, lawn mowing, lemonade peddling and caddying, as youngsters everywhere set out proudly to get a feeling of working and a taste for earning. But diligence never overshadows the delights of summer—the sports in the sun, the wondrous games in the dusk, the breathless expectation of what may lie around the next bend of a stream. To these perennial childhood pleasures, 1954 adds something new—a fine device called the Splashbomb (pp. 87-90) which enables a kid to get himself and everybody else sopping wet without incurring any blame at all.

CONTENTS

COVER

PRETTIEST CHORUS GIRL IN LAS VEGAS KIM SMITH (SEE PP. 47-50)

THE WEEK'S EVENTS

YOUNG FRY SWELL RANKS OF LABOR	15
A LONG HAUL FOR A BIG (WEDDING) TRAIN	21
PRESIDENT EISENHOWER TUMBLES	22
FINANCIER YOUNG TRIUMPHS	22
BLOOD FLOWS IN BOGOTA	23
NEW MARVEL OF BOOM IN TOMBS	24
QUEEN TURNS CHARM ON TITO	26
THE INGREDIENTS OF A KIDNAPING MYSTERY	28
POLITICAL NOVICE BEATS TRICKY OLD PRO	33
LIFE ON THE NEWSFRONTS OF THE WORLD	38
AN UNEASY CALM AND THEN A McCARTHY STORM	38

EDITORIALS

DEMOCRATS TO THE RESCUE!
THE FARM PROGRAM CAN BE SAVED

PHOTOGRAPHIC ESSAYS

ATLANTIC SALMON, THE SILVER LEAPERS	70
A NURSE IN PSYCHIATRICS	116
PHOTOGRAPHED FOR LIFE BY DAVID LINTON	

ARTICLE

EISENHOWER PROPOSES, THE OLD GUARD DISPOSES. by JAMES L. McCONAUGHY JR.	124
--	-----

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND

NIGHTCLUBS

SHOWGIRL SHANGRI-LA	47
---------------------	----

RELIGION

SUNDAY'S A BUSY METHODIST DAY	95
-------------------------------	----

TELEVISION

LAST TIME TOGETHER FOR COCA AND CAESAR	83
--	----

SCIENCE

THE ATOMIC LOCOMOTIVE	78
-----------------------	----

ART

A NONPARTISAN PASTIME	81
-----------------------	----

MODERN LIVING

WEAPON FOR WET WAR	87
--------------------	----

MOVIES

THE STORY OF HELEN KELLER	96
---------------------------	----

SPORTS

GOLF DAY'S MASS ATTEMPT TO BEAT HOGAN	103
---------------------------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	7
SPEAKING OF PICTURES STRETCHABLE TUBE DRESS INSPIRES FASHION PARODY	8
LIFE GOES TO LONDON'S WEDDING OF THE YEAR	140
MISCELLANY: CARPBACK CAPER	142

IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several

COVER—LOOMIS DEAN

7—COURTESY OF THE CENTURY CO., NBC TV. A.P. AUS-
TRALIAN CONSOLIDATED PRESS
8, 9—FRED ANDERSON EXC. LT. GEN. JOHN RAYMOND
SOLOWINSKI
13—MICHAEL ROUGIER, LOOMIS DEAN, WALTER SANDERS
15 THROUGH 19—WALTER SANDERS
21—BOB WENDLINGER FOR N.Y. DAILY MIRROR
22, 23—LT. PALMER TATE—LISA LARSEN: NY U.P.
24, 25—DAVID DOUGLAS DUNCAN EXC. DRAWING BY C.T.
CURRELLEY
26, 27—JOHN PHILLIPS
28—ALLAN GRANT EXC. BOB RT. BOB TOWERS

33—EDWARD CLARK—RT. HAY GRAHAM FOR LOS AN-
GELES TIMES
34—EDWARD CLARK
36—GEN. JOHN SHOPE: AGIP
38—PHIL BLOCH AND TED TOWNSEND
39—ROBERT PHILLIPS FOR U.S.—A.P. JAMES COYNE
40—ROBERT PHILLIPS FOR U.S.—A.P. JAMES COYNE
42—DAVID SHELL COURTESY NEW YORK WORLD-TELE-
GRAM AND THE SUN
47 THROUGH 50—LOOMIS DEAN
53 THROUGH 56—CARL INASAKI
57 THROUGH 58—LEONARD MCCOMBE
59—EDGAR MONTANO QUEENT
71 THROUGH 75—HOWARD SOCHUREK

sources, credit is recorded picture by picture (left to right, top to bot-
tom) and line by line (lines separated by dashes) unless otherwise specified.

78, 79—DRAWINGS BY ROLF KEMP
81—GEORGE SKADDING
82—GEORGE SKADDING
87—MICHAEL BOUGIER
88—ERIC SCHALL
89—MICHAEL BOUGIER
95—NANCY HAMILTON EXC. BOB RT. WALTER SANDERS
96—WALTER SANDERS
98—WALTER SANDERS
103—GORDON TENNEY FROM U.S.—DON MITCHELL
104—GREY VILLET—CHRISTA
106—FRANCIS DIGNENWARD—ROBERT LACKENBACH—
JAY LEVITON
109—JUAN GUZMAN EXC. BOB RT. PHIL BATH

110—FRANK ADAMS—WALTER J. KOLEZ—MURRAY GAR-
RETT FROM GRAPHIC HOUSE
112—JOE CLARK, N.B.S.S.
124—DRAWING BY WALT KELLY
125—GEORGE SKADDING, LEE EVANSON PHOTOGRAPHIC
STUDIO
128—K. CHESTER—U.P.
130—JOHN ZIMMERMAN—WALTER BENNETT
132—BARRON BISHOP—U.P.
134—GEORGE TILFORD—HANK WALKER
135—U.P.
139—GEORGE SKADDING
140, 141—CARL MYDANS
142—GUS KORDOS FOR DAILY TIMES, DAVENPORT, IOWA

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT.,
RIGHT; A.P., ASSOCIATED PRESS; U.S., BLACK STAR; U.P., UNITED PRESS; THE ASSO-

CIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S.
OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

Why Swelter?

Beat the heat with G-E "Comfort-Conditioned Air"!



No more sleepless nights! Don't face another hot summer of sleepless nights and soggy bedclothes. With a G-E Room Air Conditioner you can sleep cool, relaxed and undisturbed.



Sleep dry and cool . . . A General Electric Room Air Conditioner eliminates the discomfort of hot, muggy weather. It provides a whole roomful of cool, crisp, filtered air—"Comfort-Conditioned Air."

Insist on "Comfort-Conditioned Air" . . . only G.E. offers you all this!



Dry, cool comfort! A G-E Room Air Conditioner not only cools the air, it removes excess moisture. You never feel clammy. You enjoy that crisp, invigorating feel of autumn—all summer long, 24 hours a day.



Clean, healthful comfort! You enjoy a cleaner, healthier home. Truly efficient filters reduce airborne dust, dirt and pollen and help provide real relief for many allergy sufferers. Everything stays cleaner.



No-draft comfort! Not one, not two, but *three* special air directors send "Comfort-Conditioned Air" to every corner of the room. You set them exactly as you wish, to prevent drafts and over-chilling.



Automatic comfort! G-E Room Air Conditioners have automatic temperature control. Just choose your own setting. A sensitive thermostat turns unit "On" and "Off" as room temperature tends to vary.



Dependable comfort! For years G.E. has been the symbol of dependability to appliance users everywhere. G-E Conditioners have a sealed refrigeration system backed by a 5-year warranty.

Keep cool and dry
for as little as—

\$229⁹⁵



**ROOM AIR
CONDITIONERS**

Learn how little it costs to keep dry and cool!

Why not plan to enjoy G-E "Comfort-Conditioned Air" from now on? There's a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, at home or at the office.

No expensive plumbing or remodeling necessary for installation. No water pans to empty, no radio or TV interference. Better see your G-E dealer soon. General Electric Company, Appliance Park, Louisville, Ky.

So quiet! So very dependable!

GENERAL  ELECTRIC

6th Annual
BOYS' AND GIRLS'
FREE
WANT AD WEEKS
May 17-29, 1954

1. School children, 10 years of age or under may advertise without charge in The Friend's streamer between May 17th and 29th.

ANNOUNCEMENT was posted in papers and was also distributed in pamphlet form through schools

Young fry swell ranks of labor

Homemade lemonade stands were suddenly appearing by the side of the road, motorists were being accosted by young fry eager to clean windshields for a nickel, and the baby sitter supply was definitely up. Schools and colleges were getting out, releasing a flood of new workers which increased the labor supply in the U.S. The job-seekers and the country were as usual optimistically light-hearted about this annual phenomenon, though some solersided economists last week concerned themselves about the country's over-all unemployment situation. A hopeful view was taken by Presidential Adviser Arthur Burns, who thought we were in for an upswing which would reduce unemployment. But Walter Reuther said we should be ready to apply government action against further downswings.

This palaver did not mean much to the youngsters who were out to earn extra spending money with summer jobs but who were generally not included in the labor indexes. In the New York suburbs the eight Westchester Group daily newspapers offered (above) to run free want ads for children who had something to sell or wanted summer work. The notices were run exactly as submitted. Although a large proportion offered bicycles for sale or sitting services, many showed real inventiveness and industry. The newspapers reported more ads run than in any of the previous years of the free service, and by last week many of the advertisers were already hard at work (right).

MOWER John Payne totes machine to terrace. He has already earned \$10 toward a trip to California.



22
WILL MOW lawns in North Yonkers area 50 cents an hour. John Payne, 57 Colgate Ave., YO. 5-2510



PAUL PAYTON, 8, sells quality greeting cards and personalized stationery. Also paper napkins, etc. Low prices, fast deliveries. Davenport Avenue, NE 2-7008.

22

CARD SALESMAN Paul Payton, who has made \$26.10 since last October, adds up a day's earnings in his parents' New Rochelle home. He also composes music.

MAGICIAN Martin Kurasch performs a start in Kat party for the Panda Campfire Girls of Larchmont. Martin has been practicing his profession for 2 years.



12-YEAR-OLD BOY can do magic and sleight of hand, wants to entertain at children's parties. Rates \$1 per half hour. Martin Kurasch, 161 Mt. Joy Place, New Rochelle, Phone NE 2-4220.

25

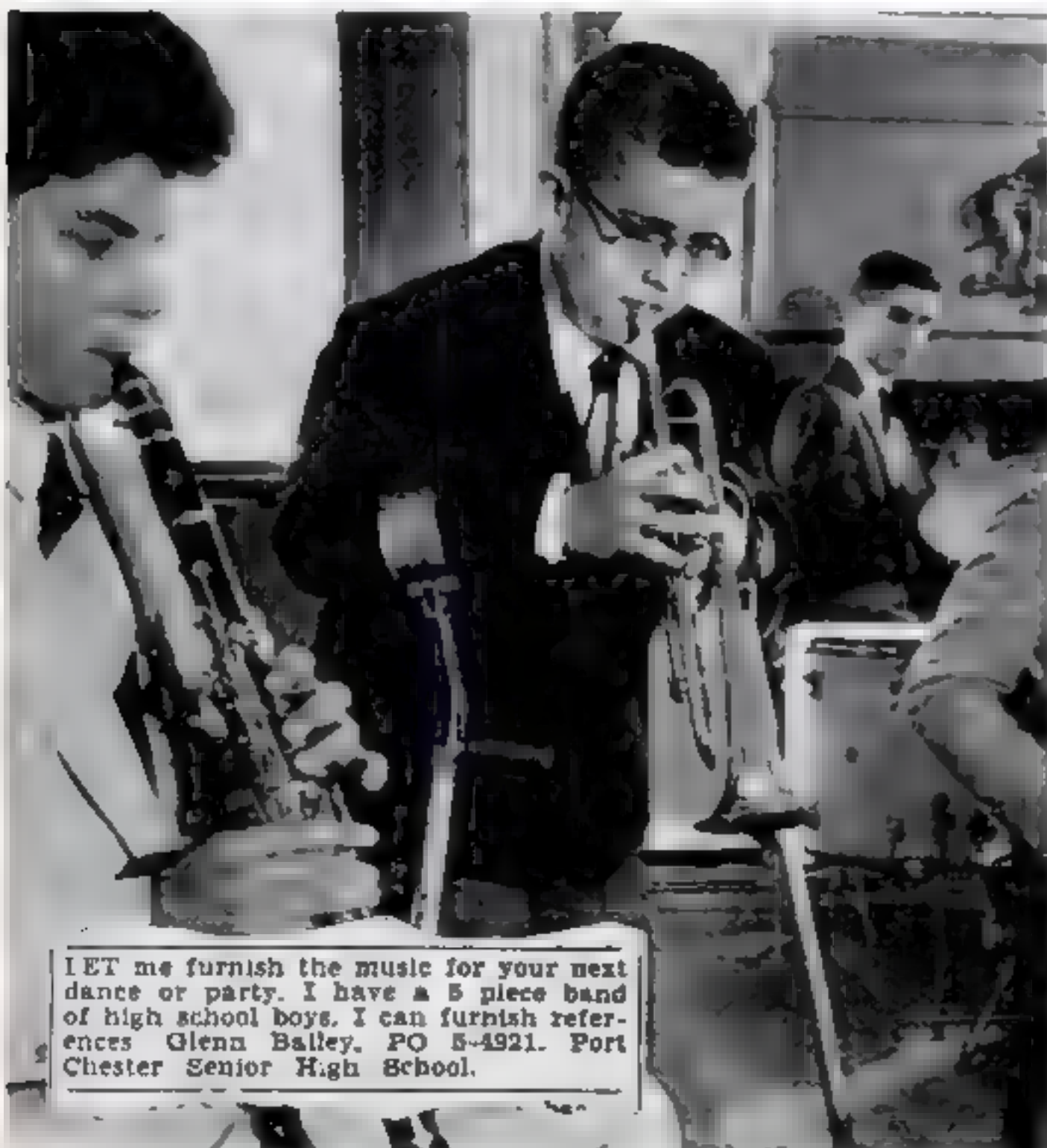


WILL make doll's clothes for any doll from 10 to 23 inches. Reasonable prices. Call REvery 7-0012. Lois Hennessy 58 Gover Ave.

28

DOLL SEAMSTRESS Lois Hennessy, 14, of Yonkers enrolled last winter in a sewing course for teen-agers and is now ready to go into business producing

gifts for little girls. She made all the clothes for the dolls shown in the picture above and makes many of her own clothes too. She also makes aprons to sell.



LET me furnish the music for your next dance or party. I have a 5 piece band of high school boys. I can furnish references Glenn Bailey, PO 5-4921. Port Chester Senior High School.

BANDLEADER Glenn Bailey, paralyzed by polio in his legs, wears braces as he plays trumpet. Above his band auditions for a country club job. It was hired.



GIRL 9 — Wishes baby sitting job. \$30 an hr 4 pm to 7 pm. Experience: sister 1 yr also friends children. Lorrie Barstow, 227 Kelbourne Ave. TA 4-4440

BABY SITTER Lorrie Barstow, though only 9 years old, gets steady employment because she is dependable and can not only feed babies but change them.



TEACHING TWIRLERS, 15-year-old Betty Goetz, a prizewinning twirler at Yonkers' St. Barnabas High School, proves she is more proficient at wielding

WOULD you like your child to be a baton twirler? I give private and small group instructions at reasonable rates. Am experienced. Call Betty Goetz, 10 Euclid Ave. YO. 9-4814.

than spelling baton (see ad). She made the shorts worn by the girls at right bearing letter "F" for "Futurettes," or future majorettes, a club she has formed.



CONSCIENTIOUS BOY, 14 years old would like job as errand boy for high type shop. After school and weekends. David Bottrill, 19 Old Mamaroneck Rd., WH 9-6116.

TOTING GOLF BAG, David Bottrill caddies for Mrs. David Dorfman at Ridgeway Country Club. But he still hopes to get a better-paying job through want ad.



DAVIS High School student desires Summer work. Past experience in drug store. Reference: Frank Portugal, 95 Bateman Pl. MO 8-1057.

DELIVERING PACKAGES, Frank Portugal, 11, works for a drugstore. Like his father, who is a pharmacist in New York, Frank hopes to study pharmacy.



22

AQUARIUMS set up and serviced, also consultation before starting this fascinating hobby. Reasonable rates. For information call YO. 3-7293, Warren Fabel, 374 Riverdale Ave.

40

DEMOCRATS TO THE RESCUE!

In a dramatic worm-turning in the Senate last week, eleven Democrats led by Albert Gore of Tennessee threatened to capture Eisenhower's foreign trade program and pass it, despite Republican opposition. During an enthusiastic 90-minute debate, which clearly illuminated the importance of this program to U.S. prosperity and the future of the free world, not one Republican said a word. Knowland finally changed the subject. In the House the Republicans responded by extending for one year, without change, the moth-eaten Reciprocal Trade Agreements Act, thus ducking the issue till next session. "The sole purpose is to preserve the *status quo*," said Dan Reed.

That's what the Republicans did last year, too. Their excuse then was to gain time for a complete study of our whole foreign economic policy. This study was made. The Randall commission issued its report last January, a disappointing but not hopeless compromise between protectionists and liberals. In March the President picked the best of the Randall recommendations and urged their passage on Congress. These dwarfed fruits of so many previous compromises were then pared away

by Republican congressmen to the mere stem of Reed's "*status quo*," the President meekly agreeing.

"I say that our foreign trade policy is too important to be sacrificed without a struggle," declared Albert Gore last week. Amen, Senator! And three cheers for all Democrats willing to join Gore's plot to make the fight the President wouldn't. Sure, Gore and Co. are interested in embarrassing the Republicans. But in this case the embarrassment of the Republicans, besides being richly earned, coincides with the interest of the nation.

The President's foreign trade proposals were, as he said in March, the minimum necessary to keep a certain hope alive among our allies: the hope that free enterprise would have a new birth in an environment of expanding trade. Surely Congress should be allowed to vote on that; and we hope Gore and Co. will resist the temptation to settle for Dan Reed's *status quo* and will carry through their plot on behalf of the whole presidential program. We never thought we would see the day when the Democrats looked like saviors of free enterprise, but they certainly look that way on this issue.

THE FARM PROGRAM CAN BE SAVED

In obstructing so much of their own party's program, those "Rock Age Republicans" (see above and p. 124) often claim to be "voting their convictions" and upholding their principles. But they cannot make any such claim in what the House Agriculture Committee did last week in plowing under the President's farm program. A majority of Republicans on that committee, with the gleeful help of Democratic farm bloc congressmen, junked the President's proposal for a system of flexible price supports. Instead they voted to extend the unworkable and appalling system of rigid supports which each year floods the nation with still more unwanted surpluses.

This time the President came back fighting. In his address to the nation two days later he courageously warned those who vote for something they know is bad because they think it is good politics that he is not afraid to demand a sensible solution in an election year. Dwight Eisenhower was at his finest when he said, "Though I have not been in this political business very long, I know that what is right for America is politically right." So saying, he challenged Congress to ignore the "minority clamor" and enact a farm program that will fit the facts.

Fortunately one fact (though the President did not mention it) is that he is in a position to enforce this program, with or without the help of Congress. For if Congress insists on extending rigid price supports, all that Dwight Eisenhower has to do is veto the bill. What will happen then—assuming that Congress will not override the veto—is that a law, already enacted in 1949, will then take effect. And it empowers the Secretary of Agriculture to set up much the same sort of flexible price supports that he seeks.

The sorriest fact about the farm mess is that the supporters of rigid supports are well aware that they are economic nonsense. The system guarantees for the six "basic crops"—corn, cotton, wheat, rice, peanuts and tobacco—a fixed price no matter how much is needed or how much is produced. The same protection, extended in varying degrees to other commodities such as potatoes, butter, etc., not only induces farmers to grow more than is needed, thus wasting land and manpower that could be usefully employed, but it also often prevents the production of things that are needed. Housewives who find

pork too high-priced get little consolation because a farmer found it cheaper, and easier, to put his corn "on loan" than to use it to fatten more hogs. Almost all the outstanding farm economists of the country agree that the system of rigid supports is bad. There is no way price supports can be justified unless they are geared to production—falling as production rises—to keep the surpluses from constantly mounting.

What makes this nonsense more startling for Republicans to support is that it is far more extreme, as a form of hand-out and political bribery, than anything Franklin Roosevelt or Henry Wallace ever sought for farmers in their heyday. During the whole of Wallace's reign price supports seldom exceeded 75% of parity (the ratio of what the farmer gets to what he has to pay) and often were as low as 60%. The existing system freezes them at 90%. What the President and Ezra Benson are seeking is no abrupt, or radical, departure from this. While price supports, under their plan, could drop to as low as 75% of parity, they could not drop more than five points in any one year. But the law of supply and demand would be allowed to operate in a limited way; the support price would drop one point for some crops every time the supply rose two points. The alternative is to attempt to deny reality; for the U.S. has already sunk \$6.5 billion (about three fourths of the cost of all atomic expenditures to date) in surpluses. The mountains of goods cannot be wished out of existence; no matter what artificial supports Congress tries to maintain, surpluses depress markets and threaten to depress them still more. Farm income has fallen 25% in the last six years despite rigid support prices.

The President should continue to fight and, if necessary, use the veto. It may be that he can win the fight in Congress itself. The Agriculture Committee is, of course, hopelessly stacked against him. But on the floor he can count on at least two thirds of the Republican vote and will be defeated, if he is defeated, by Democrats. At least 100 farm bloc Democrats will vote against him. The balance of power will be held by 50 northern city Democrats who will thus have an opportunity to vote in the interests of the consumer, to stage another Democratic rescue of the President and to join him in proving that what is good for the country is good politics.

PICTURE
OF THE WEEK

THE LONG HAUL OF A BIG TRAIN

When Eleanor Pompeo of Jersey City, N.J. exclaimed, "I want a long train," her dress-maker cousin, Josephine LaMagra Louri, agreed to gratify her wish. Laying in 110 yards of satin and Chantilly lace, she went to work. Last week when Eleanor married Salvatore Ciccio, spectators jammed the church, not just to admire the pretty bride but to have a look at the 48-foot train, which was helped along after the bride by friends stationed along the aisle. Getting through the complicated service without mishap, the bride took a U-turn at the altar and gracefully passed her train on the way out, then almost lost her coronet when a spectator tugged at its 48 feet of veil. Nobody knew for sure if the train set a record for length. But the bride took pleasure in the fact that it was almost three times as long as the coronation robe of Queen Elizabeth, who went to another June wedding (p. 140). Explained Eleanor, "I didn't want to look like every other bride."



PRESIDENT'S TUMBLE After the President received an honorary degree from Maryland's Washington College, he suffered a minor upset. Standing

in a car to wave at crowds, he was caught unprepared when the car shot forward. Off balance, President Eisenhower took a sprawling tumble backward but emerged unharmed and firmly gripping his fedora.



FINANCIER'S TRIUMPH After having fought seven years for control of the New York Central, Financier Robert Young enjoyed a notable triumph.

Final counting of votes after the stockholders meeting in Albany (LIFE, June 7) showed Young had won by a million shares. Young will put his own man in as president, become the \$1 a year board chairman.





BLOOD IN BOGOTA After a policeman shot a rioting university student, 4,000 others marched on Colombia's palace in protest. Soldiers blocked the way. When a

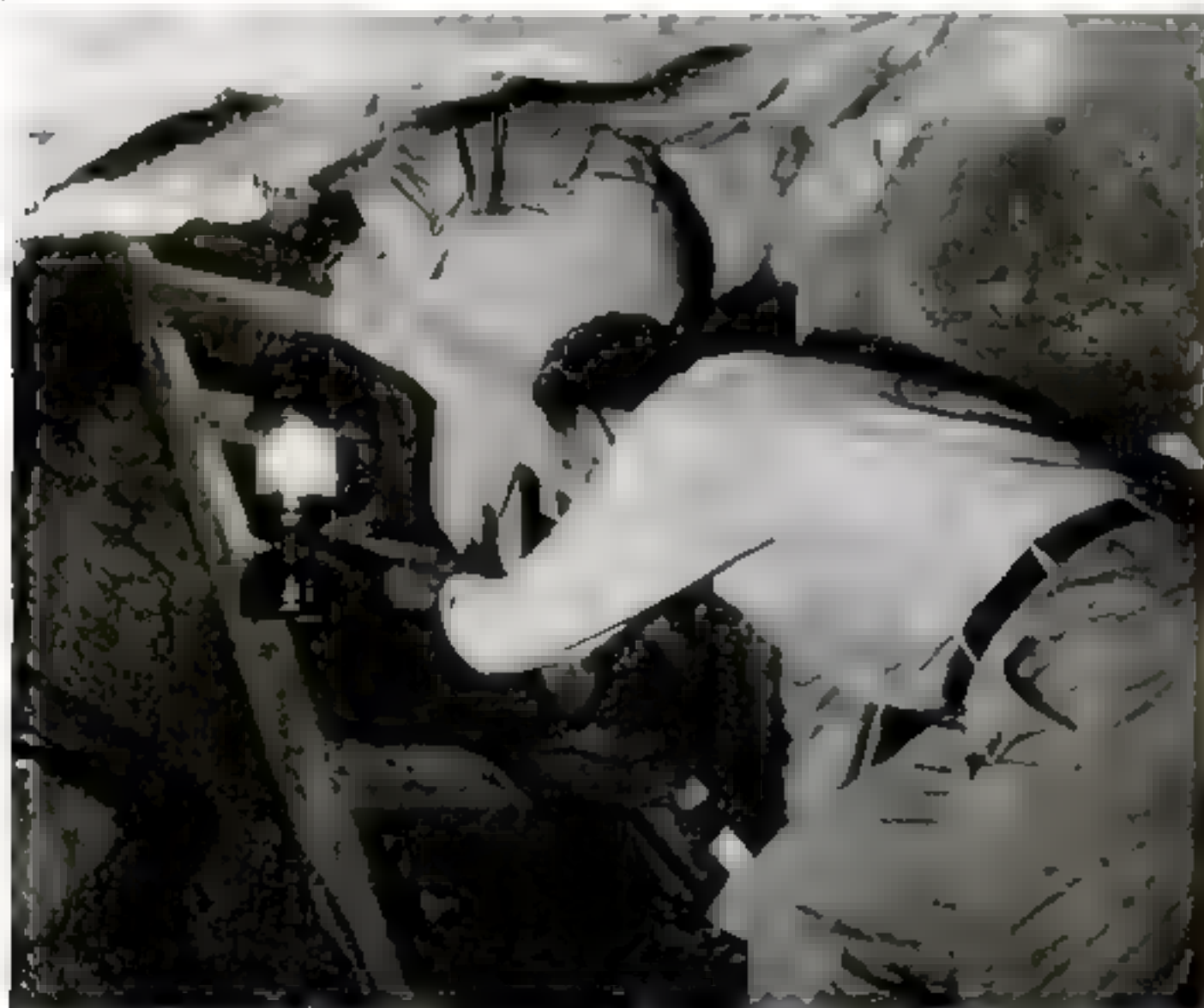
balcony shot hit one soldier (*right, foreground*), the rest opened fire. Suddenly the street was a shambles of blood and bodies—then of people peering at the dead (there were 11) and picking up the wounded



AT ENTRANCE to passageway Caffery retraces floor plan in sand with digger. Walls are of crudely cut and fitted stones typical of early Egyptian architecture.



DOWN SHAFT leading to vault Caffery tries not to slip on shale fill which originally hid shaft from robbers. Shaft was carved with flints and copper tools.



UP LADDER Caffery climbs precariously out of the undecorated sepulchral vault. *Life's* Photographer David Duncan made the descent with the ambassador.



AS SARCOPHAGUS GLOWS TRANSLUCENTLY IN GLOOM OF CHAMBER WITH

NEW MARVEL



THE PHAROAH SANAKHT

The past month turned out to be one of the most memorable in Egyptian archaeology. While diggers were still chiseling at stones around the newly discovered solar ship of Khufu (*LIFE*, June 14), another historic find was unearthed 15 miles away at Sakkara. There, near Egypt's oldest pyramid, a royal tomb, believed to be that of a pharaoh who preceded Khufu by 100 years, was found by archaeologist Zakaria Ghoneim.

Last week Ghoneim took U.S. Ambassador Jefferson Caffery, himself an amateur Egyptologist, into the tomb—a 262-foot descent which probably had not been made in almost 5,000 years until the explorers climbed down this month. In a stone chamber they saw, glowing by the light of their gasoline lamps, a massive block of peach alabaster which may be the only unlooted sarcophagus of Egypt's earliest dynasties ever found.

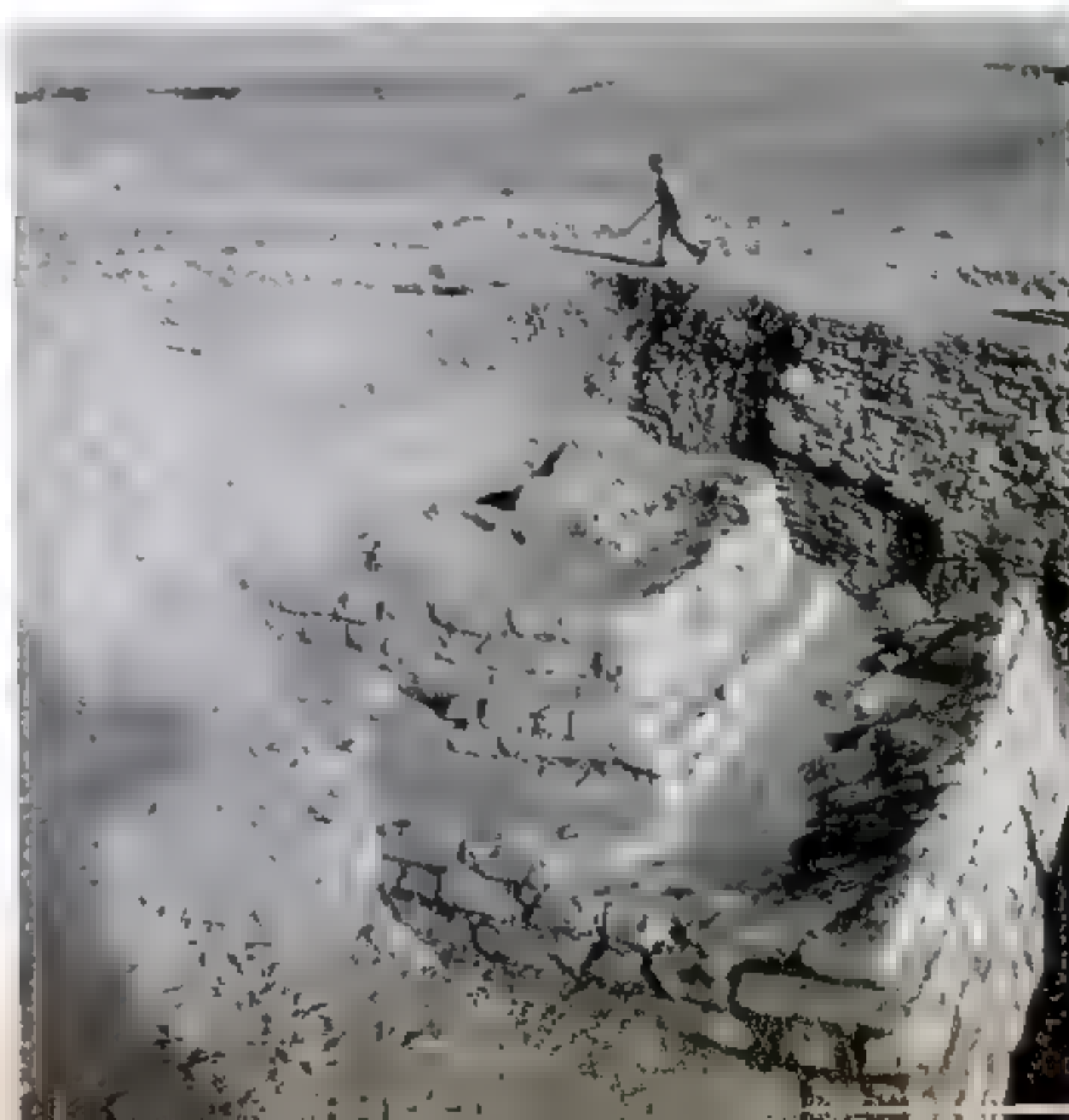


FUNERARY BOUQUET STILL ON TOP, GHONEIM (WITH GLASSES) EXPLAINS TO CAFFERY THAT MUMMY PROBABLY WAS PUT INSIDE THROUGH SLIDING END PANEL

OF BOOM IN TOMBS

Ghoneim discovered the tomb after three years of scholarly sleuthing. In 1951, while making an aerial survey of the plateau around Sakkara, the early pharaohs' main burial center, he noticed a faint rectangular pattern in the sand with a slight elevation in its center. Deducing that ruins lay hidden there, he started digging. First he found the walls of what probably is the pyramid of Horus Sanakht, King Djoser II, a short-lived monarch who seems to have died before completing his sepulchral monument. Then he exposed a long, rubble-filled passageway into the core of the structure and, making his way down this, fell headlong into Sanakht's burial vault. When he picked himself up and raised his light, the sarcophagus loomed in the darkness before him, a bouquet of pulverized grey branches still upon it. Exploring further, he found many side chambers containing jars. He surmised from this that the tomb had not been robbed and that the sarcophagus, which will be opened later, might hold the gold-sheathed mummy of Sanakht, surrounded by funereal artifacts which could give Egyptologists a vivid picture of these almost unknown times.

CAFFERY LEAVES TOMB PAST STEP-LIKE WALLS OF UNFINISHED PYRAMID →



QUEEN TURNS CHARM ON TITO

Greeks give him pact and parties

After a sunny sail down the Adriatic on his naval yacht *Galeb*, Marshal Tito landed in Greece for a neighborly round of parties with the king and queen, for a tourist's-eye view of the Acropolis, and for fixing up a new military pact with Premier Papagos. On all counts Tito's trip turned out a classic success and produced some remarkably intimate pictures, by LIFE's John Phillips, of royalty entertaining a visiting head of state.

The business end of the visit was quickly concluded. It took Marshal Tito and Field Marshal Papagos just two hours to settle the main points for converting the 16-month-old Balkan friendship treaty between Yugoslavia, Greece and Turkey into a full-fledged military alliance. Final details of the security plan to block any southward Soviet aggression, they announced, would be worked out by the foreign ministers of the three nations next month.

That dispensed with, Tito turned his charm on beautiful Queen Frederika. At a series of full-dress receptions they swapped state visits and anecdotes. When Frederika let her royal curiosity get the better of her, Tito, resplendent in his summer uniform, responded with a medal-by-medal description of his decorations (right). Between parties Tito turned out in caviars to see the Parthenon and was presented with an olive branch of peace and a 2,500-year-old Greek war helmet to take back to Belgrade.



DURING RECEPTION FOR 500 ATHENIANS AT THE YUGOSLAV EMBASSY, TITO TELLS QUEEN FREDERIKA A



ROYAL HOSTESS, Queen Frederika amuses Tito with a lively tale of anecdotes. She returned from a three-week stay in Germany just before his visit.



ROYAL HOST, King Paul takes it easy (right) at party given by Premier Papagos at Athen Officers' Club while the queen entertains the guest of honor.



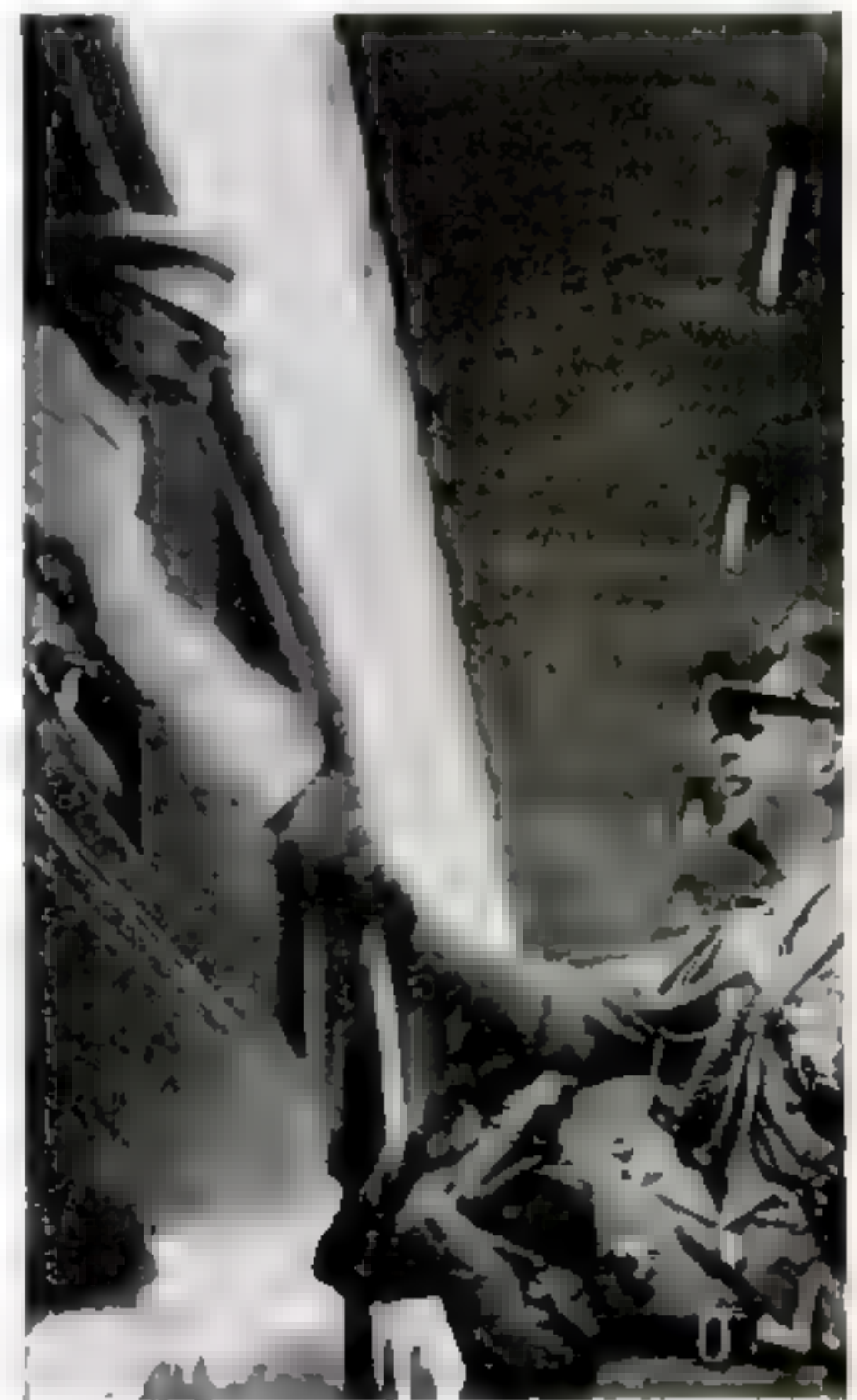
STORY ABOUT HIS GOLD AND SILVER MEDAL OF MERIT, THE YUGOSLAV STAR



FROM PARTHENON Tito in civilian suit gazes down on Athens. His guide was Mrs. Nenna Papaconstantinou, who took Mrs. Eisenhower on similar tour.



ORTHODOX METROPOLITAN Panteleimon gets salute from Tito on platform at Salonika before marshal boarded train for return trip to Belgrade.



PARTING HANDSHAKE with king through the train window ended Tito's five-day stay. Before leaving, Tito gave King Paul two gray stallions.



KIDNAPER'S FIRST CONTACT, Robert Pulemski, 17, was handed golf bag at Ed's Place outside Phoenix. He was told to keep them for a "friend." With Mrs. Smith locked in car trunk, kidnaper phoned Mr. Smith to come get his clubs.



IN GOLF BAG, shown by the police chief, was the ransom note ordering Smith to get \$75,000, await orders.



TRAIL LED Smith to marker where he found further instructions. Sign was described in bouquet sent Smith.



HIDEOUT AREA at Superstition Mountain, where Mrs. Smith was held on ledge (at upper left), is searched by cops after her release. They found a valise which Smith had brought and some bullets but no trace of the ransom money.



REUNITED SMITHS wait for word from police on progress of the search for the kidnaper. FBI, called in by local authorities, had the whole Superstition Mountain area ringed by agents with walkie-talkies, bloodhounds and airplanes.



QUEENIE, watchdog on ranch near Superstition Mountain, signaled a prowler's presence with two barks. Police found man who said he was prospector.



POLICE LINEUP included newspapermen and a "prospector" picked up at the ranch. Mrs. Smith pointed out this man (third from right) as abductor.

He was Daniel Marsin, an unemployed welder from Brooklyn, arrested 18 years ago for car theft. He wouldn't admit kidnaping, was held on \$50,000 bail.

THE INGREDIENTS OF A KIDNAPING MYSTERY

Having had her hair washed and set at Reidell's Beauty Salon in Phoenix, Ariz. Mrs. Evelyn Smith, according to the story she later told, was in a hurry to get home. She started up the car. Suddenly the muzzle of a gun was pressed between her shoulder blades and a deep voice from the back seat ordered her to drive north. Outside Phoenix the voice said, "Stop" and a man, his face masked with a handkerchief, locked Mrs. Smith in the car trunk. She rode curled up in the trunk for four hours. Then the car stopped, the trunk opened and the man politely escorted her up a steep, rocky trail to a hollow where he spread out a quilt for her to sit on.

They stayed all night. The man, still masked, complained of sinus and cancer of the kidneys. He wanted \$75,000 ransom, he said, for one last fling. "My husband wouldn't pay \$10 to get me back," Mrs. Smith said jokingly. But at 4 p.m. the next day Mr. Smith, a wealthy businessman, appeared with a valise. He put it down and Mrs. Smith was allowed to go. The next day the police called in Mrs. Smith to see a lineup of suspects. "That's him," she said, pointing. "There's no question about it." But the police, still puzzled about many points, particularly the disappearance of the ransom, rechecked the elements of the case pictured above.



Soup 'n' Sandwich

A good bowl of soup is not only delicious in itself, but has a way of making sandwiches and other cold foods taste better. It's nourishing . . . and wholesome . . . almost absurdly easy. And 21 Campbell's Kinds to choose from— a different soup every day for three weeks!

WHY SOUP'S IDEAL FOR SUMMER MEALS!



Soup 'n' Salad

A cool crisp salad is always tempting in summer . . . and soup makes it perfect! The salad takes little time to prepare . . . the soup even less (just 4 minutes and it's ready!). You and your kitchen stay cool. Yes, soup's ideal for the summer meal!

Campbell's SOUPS

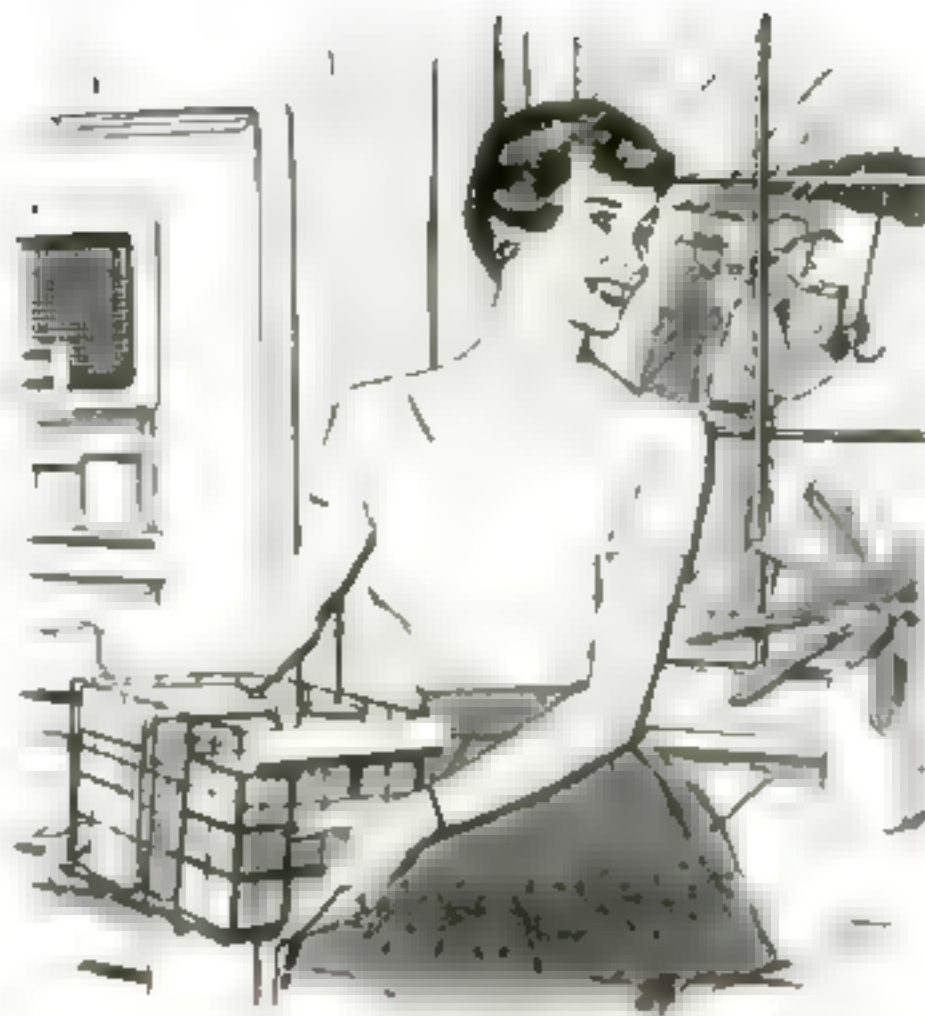


See what a GE Upright



Save on food bills!

Many G-E Freezer owners say they save \$120 and more each year. One way is by buying meats and other foods in season when prices are low.



Shop only when you want to!

With a G-E Freezer you can avoid bad-weather shopping trips altogether. And—you'll find you shop far less often.



All meals are easier to prepare!

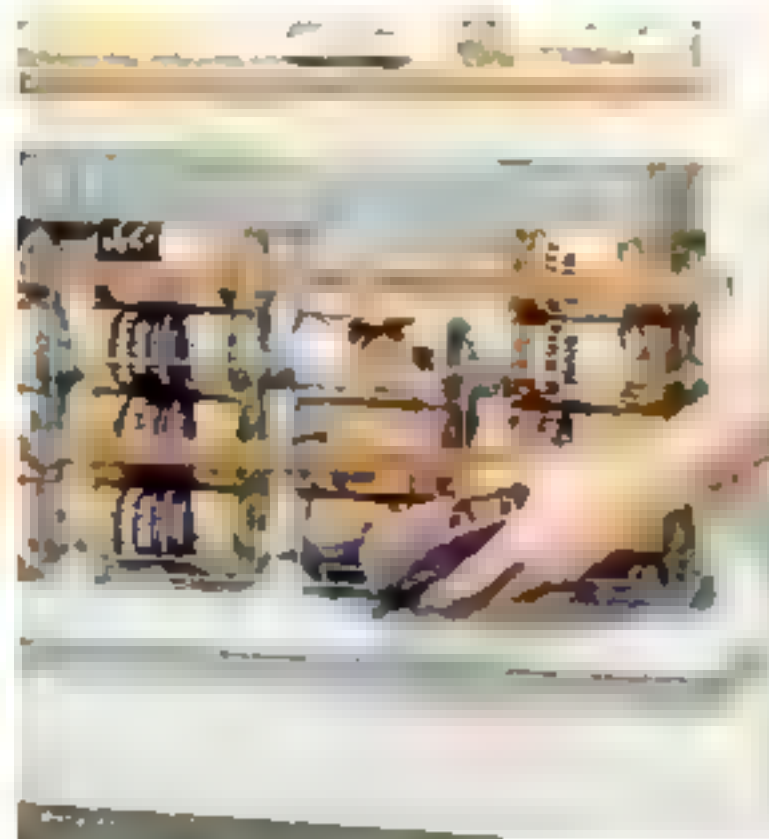
Your G-E Food Freezer saves you time and energy—lets you live *so much better*. And there's no last-minute preparation of food.

Only General Electric gives you these new, exciting conveniences and fingertip advantages!



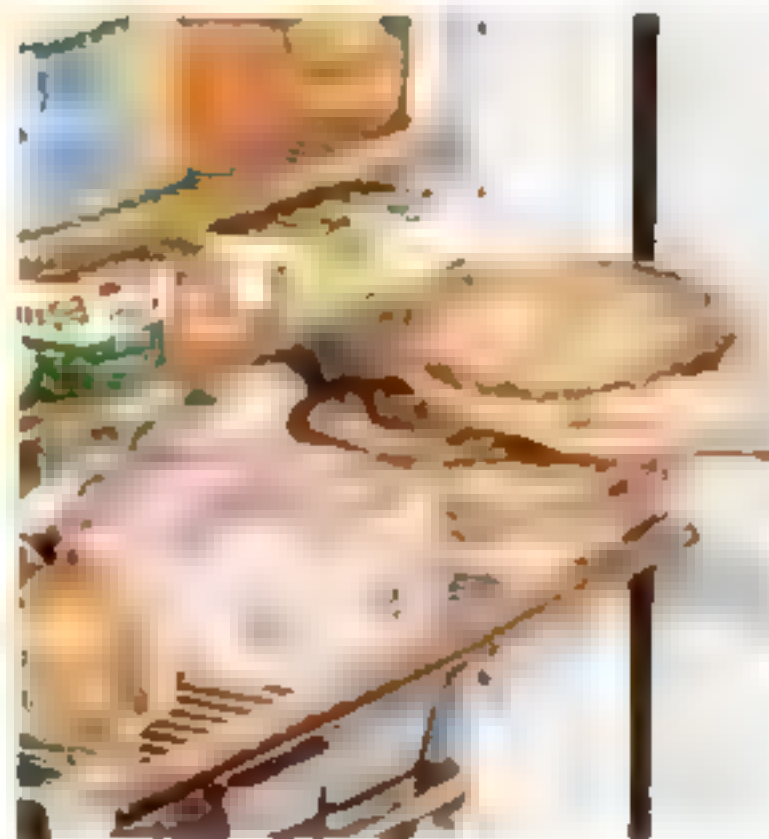
Ice cream ready for serving!

Special Ice Cream Conditioner keeps a gallon and a half of ice cream at scooping temperature.



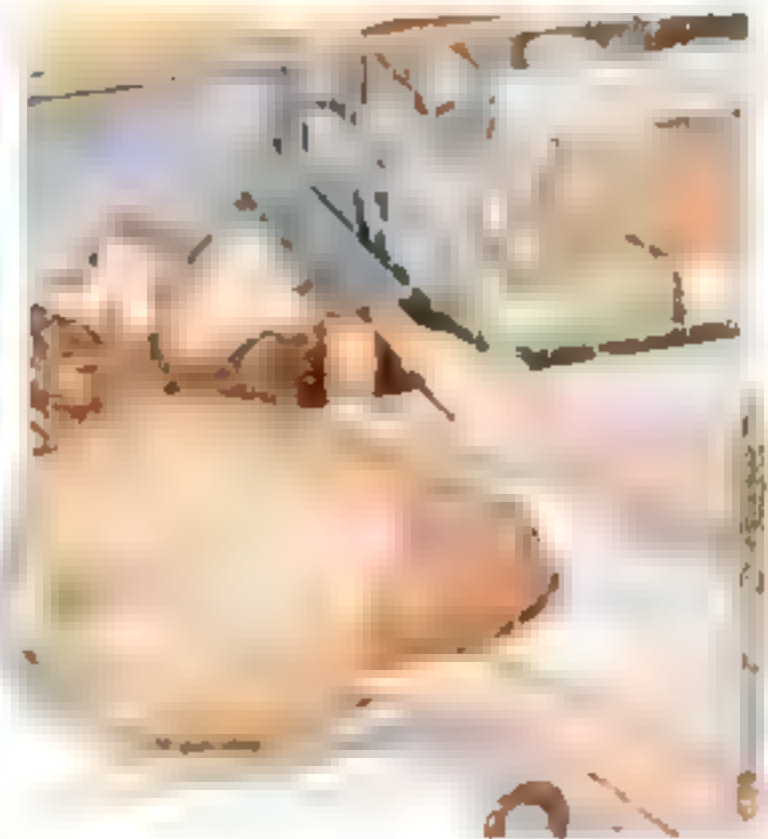
Fruit juice at your fingertips!

New frozen juice dispenser keeps 16 cans of frozen fruit juice within easy reach.



Handy, sliding shelves!

Adjustable, sliding shelves glide out, making it easier to reach things at back of freezer.



A place for bulky packages!

A hidden Stor well at the bottom of the freezer holds bulky items such as hams and turkeys.

*After small down payment. See your G-E dealer for exact terms. Prices and specifications subject to change without notice.

GENERAL  ELECTRIC

Freezer will do for your family!



Holds 525 pounds!

Yet this new 15-cubic-foot G-E Upright Freezer takes less than one square yard of floor area. Price \$498.37. Choose from a complete line of upright and chest models. Prices begin at only \$299.95.

ABOUT
\$5.04*
WEEKLY

So very dependable, too!

Every G-E Freezer has the same type of sealed-in refrigerating mechanism that has kept 3,500,000 G-E Refrigerators operating so efficiently for periods of 10 years or longer. General Electric Company, Appliance Park, Louisville 1, Kentucky.





How to pack up a wonderful weekend*

With these two bottles you can make almost any drink a guest could want—and make it better. For whiskey drinks, always use Hiram Walker's Imperial, one of America's four largest-selling brands, and the best buy of them all. For gin drinks, use Hiram Walker's Gin, the one gin that's famous for Imported Botanicals. Both are products of the world's largest grain distillery. A century of distilling experience ensures their quality.

* You can make all these drinks, and make them better, with these two bottles—Dry Martini, Mint Julep, Gin-and-Tonic, Whiskey Highball, Manhattan, Whiskey-on-the-Rocks, Tom Collins, Whiskey Sour, Gin Rickey, Old Fashioned, Gin-and-Bitters, Whiskey Collins.



Imperial—Hiram Walker's Blended Whiskey 86 proof, 70% grain neutral spirits. Hiram Walker's Distilled London Dry Gin—distilled from 100% American grain 90 proof. Hiram Walker & Sons Inc., Peoria, Illinois



YOUNGER CAMPAIGN took candidate before women's club for outline of platform. Tenney (seated second from right) later attacked her as pro-Jewish.

POLITICAL NOVICE BEATS TRICKY OLD PRO

A pretty Californian becomes a woman to watch

In Los Angeles County, which contains nearly half of California's entire population, a man familiar with the seamy side of politics lost an election to a pretty political novice. State Senator Jack Tenney, a notorious anti-Semite, ran for renomination in the Republican primary against Mildred Younger, a 33-year-old housewife. Campaigning on a pro-Eisenhower platform, Mrs. Younger hit at Tenney's bigotry. Tenney's supporters put the name of Hazel Younger, a mental patient, on the ballot (*below*), hoping to confuse the opposition and split its votes. But Mrs. Younger won a 2-1 victory.

The victory gave national stature to Mrs. Younger, who had made a nationwide impression through TV in seconding Warren's nomination at the 1952 convention. Now she stands a good chance of becoming California's first woman state senator. Her district includes four million people—more than most senators represent in Washington, D.C.

LEGISLATIVE

State Senator Thirty-Eighth District	Vote for One
JACK B. TENNEY, Rep. State Senator, 38th District, California Legislature	
MAX M. GILFORD, Rep. Attorney at Law	
DAVID D. PALAZZO, Rep. Newspaperman	
RICHARD RICHARDS, Dem. Attorney at Law	
HAZEL J. YOUNGER, Rep. Housewife	
1 MILDRED YOUNGER, Rep. Housewife	



TENNEY DECOY was Hazel Younger (*right*), whose name was placed on ballot. Ruse attracted about 15,000 votes from Mildred's more than 270,000.

CONTINUED ON NEXT PAGE



Ride in solid comfort ...in ARROW TIN LIZZIES

Here's the best chance to be different we've seen in years...fine Arrow Shorts in authentic, old-time car prints. You'll recognize the ancient Stanley Steamer, the 1896 Ford and the famous Stutz Bearcat.

Comfortable as they are unique. \$1.50. Get on the right road to style in new Arrow Tin Lizzies. And get long-wearing Arrow "T" shirts, \$1.25.

All Arrow Shorts have these comfort features:

1. Generous contour seat.
2. No chafing center seam.
3. Pleated crotch.
4. Full-cut leg in length and width.

Plus "Sanforized" fabrics that won't shrink more than 1%.

ARROW UNDERWEAR

by Cluett, Peabody & Co., Inc.



PRETTY WINNER stands misty-eyed on the balcony of her campaign headquarters to receive congratulations.

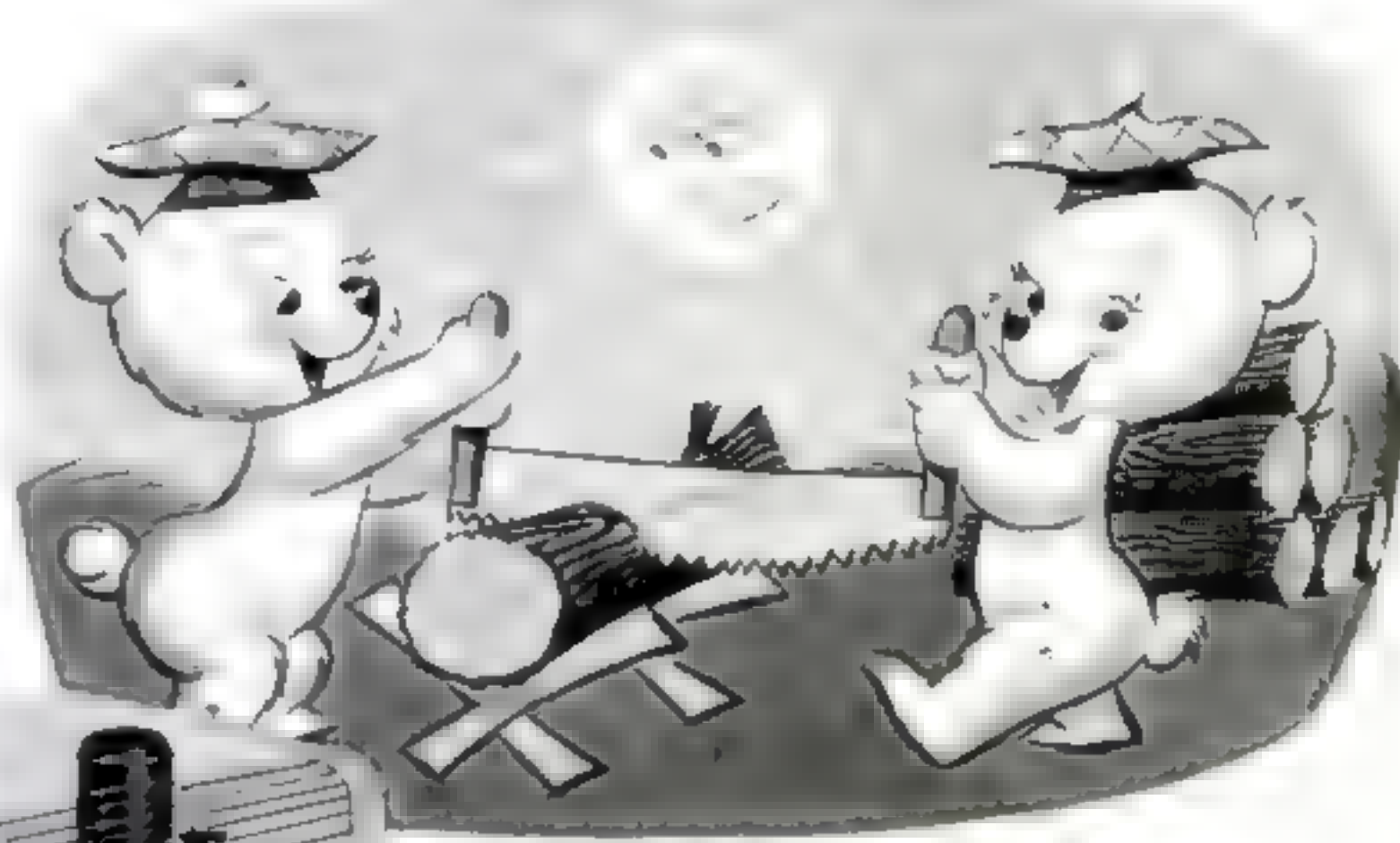
During her campaign she gobbled malted milk tablets for energy and changed shoes at every stop to avoid blisters.

Frigidaire gives you two room conditioners in one —saves up to half your cooling cost!*



*One works on moderate days!

When the going's easy in moderately hot weather or at night, just one Meter-Miser cooling system operates to give complete air conditioning, filtering, dehumidifying . . . and it saves you as much as half the operating cost.



Both work on very hot days!

When the going's tough on real "scorchers", both Meter-Miser cooling systems team up to double cooling power and increase dehumidifying economically. And since each system is powered by the Meter-Miser, you save on hottest days, too.



Exclusive Great Circle Cooling gets *all* the cool, clean air into *all* the room, regardless of window location. Tailors the air flow to the exact size and shape of room—wastes no cooling power. Gently surrounds you with comfort to banish annoying drafts, hot and cold layers of air, stale static corners.



See the sensational Frigidaire THRIFTY TWINS—today!

Now, FRIGIDAIRE gives you *two* complete, separate Meter-Miser cooling systems in a single, compact room conditioner. You use one or both as outside temperatures demand. The Thrifty Twin systems won't let you overcool your room in moderate weather, or undercool when the temperature soars.

Cools, Filters, Dehumidifies and Exhausts Stale, Smoky Air

Cool, crisp, refreshing air relieves heat strain on tired hearts; provides calm, restful sleep; slashes fatigue. Giant, full-width, full-height filter screens out dust, dirt, pollen—a boon to hay fever and asthma sufferers. Sticky summer dampness vanishes. Ultra-quiet operation. All-steel cabinets finished in Coca Rio Beige to harmonize with any surroundings.

Now Heats On Cool Days, Too

New Frigidaire High-flow Heat, available on Thrifty Twin models,

gives extra warmth when needed. Takes the chill off rooms on damp, raw mornings. Operated independently of cooling system. All models can be equipped with thermostat for fully automatic operation—where electric codes permit.

May Be Installed Flush with Drapes To Take No Space In The Room

All Frigidaire Room Conditioners can now be mounted flush with drapes. Gives you a new appearance extra and does not interfere with proper circulation of air or full cooling capacity.

Have your Frigidaire Dealer show you the "Silver Anniversary" Room Conditioners Arthur Godfrey recommends on his TV and radio shows. Find your dealer's name in the Yellow Pages of your phone book. Or write: Frigidaire, Dept. 2273, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.



Frigidaire Room Conditioners

Built and backed by General Motors

LIFE ON THE NEWSFRONTS OF THE WORLD

Red pressure grows in Geneva and Indochina, Jimmy Roosevelt wins and Churchill fails to find his swan

At Geneva last week the British stiffened—but as far as Indochina was concerned it seemed long past too late. Faced by Communist insistence on Communist representation on any neutral armistice commission, Foreign Secretary Anthony Eden said with belated tartness, "If the positions remain as they are today, then it is our clear duty to say so to the world and to admit that we have failed."

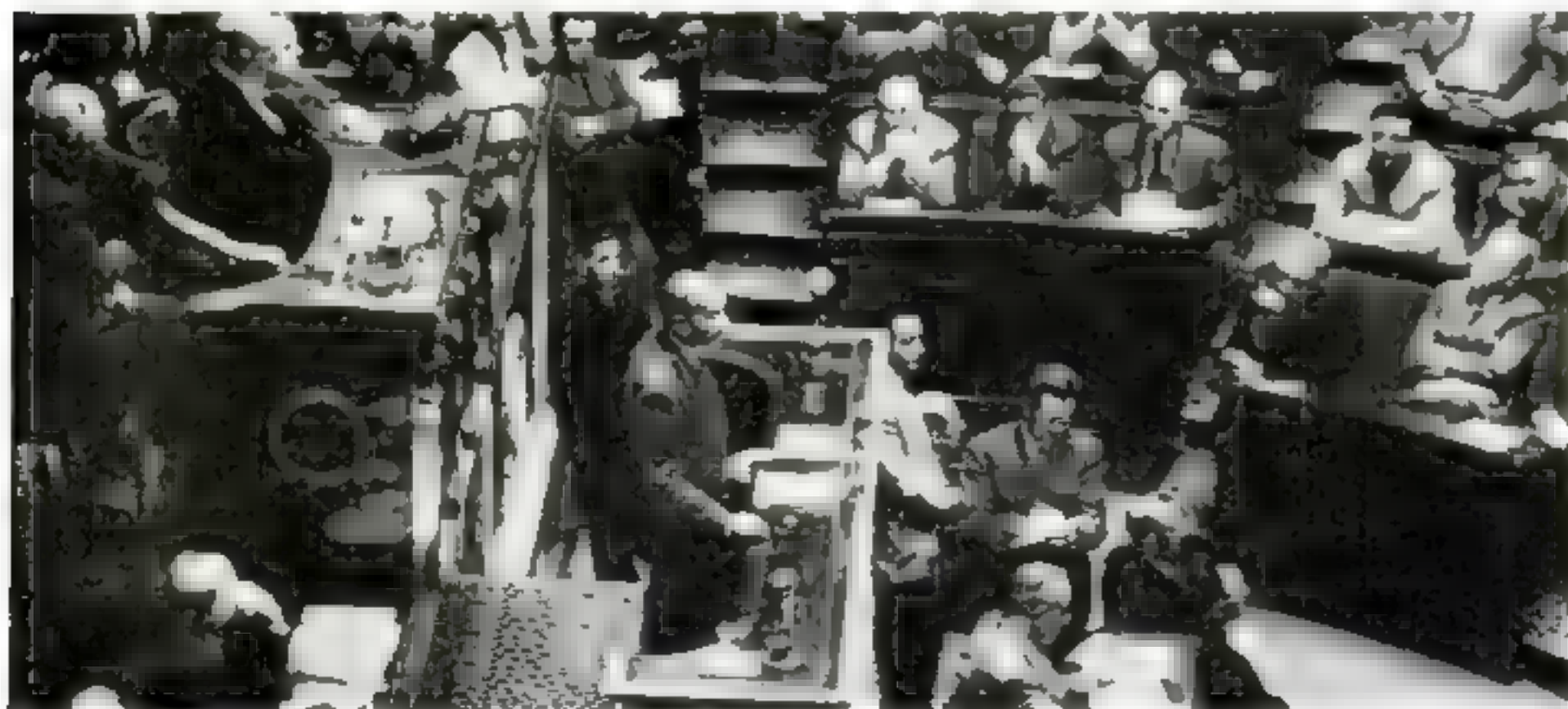
At Hanoi all alternatives to failure seemed to have been used up. Despite brave words still coming from the French generals, most U.S. military commanders felt that the battle for the Red River Delta had been lost at Dien-bienphu. U.S. leaders, whose suggestion for using air power to win that battle was overruled by the British, were no longer willing to commit U.S. strength now that the possibility for a clean-cut victory was gone. They grimly noted that French cruisers, whose only possible use would be to cover an evacuation from Haiphong, were moving to the Far East.

Said a high-ranking American official at Geneva: the only way to convince some of our allies of the real Communist intentions was to let them learn for themselves. Now, perhaps, a line for future defense could be drawn.

Four years after Britain warmly recognized Red China, Red China coolly recognized Britain. Geneva heard that Peking had agreed to send a chargé to London at long last but failed to set a date for his arrival. It was announced, however, that a Red China trade delegation would arrive soon.

Laniel asks to get out

Last week, with her military position in Indochina steadily worsening and her tough little foreign minister, Georges Bidault, unable to report to the National Assembly (below) that the Reds would leave the nation in desperately desired peace, France felt the familiar jolt of cabinet crisis coming on. Premier Joseph Laniel lost a vote of confidence, 306 to 293, and submitted his resignation. Though the opposition votes were eight short of the 314 needed to force Laniel out, it was obvious that his government could not last much longer.



IN THE FRENCH NATIONAL ASSEMBLY BIDAULT (CENTER) DEFENDS HIS POLICY AT GENEVA



ON LENIN-STALIN TOMB MALENKOV (LEFT) AND KHRUSHCHEV SHARE HAT-WAVING RIGHTS

Top men in the Kremlin guard their privileges carefully and make sure that everyone knows just who is where on the official ladder. A new photo of Communist leaders at a parade in Moscow indicates that Premier Georgi Malenkov and Party Boss Nikita S. Khrushchev were running neck and neck in the exclusive right to wave hats at parades.

The Roosevelts as candidates



THE VICTOR

In spite of the adultery charges brought by his wife and a suggestion by the Democratic National Chairman that he withdraw from the race, James Roosevelt won a nomination for Congress. In a heavily Democratic district in Los Angeles, he got seven times more votes than his nearest opponent.

Then he settled his marital troubles for an undisclosed sum. In New York his brother Franklin declared himself a candidate for governor.

The Moslem world, which by tradition likes to swathe its womenfolk in veils, unveiled its first woman diplomat. She is the Begum Liaquat Ali Khan, widow of Pakistan's first prime minister, who will be ambassador to the Netherlands.

Guatemala tightens screws

Plans for a Pan-American conference on Red infiltration into Guatemala moved forward as political tensions in that country increased. President Jacobo Arbenz Guzman's Communist-supported government suspended constitutional guarantees and dozens of arrests were reported. Colonel Rodolfo Mendoza, former Air Force head, fled to El Salvador and his brother Miguel, onetime director of police, took refuge in the El Salvador embassy.

Meanwhile Nicaragua broke relations with Costa Rica, accusing its government with plots against Nicaragua's president.

A sick-looking black swan, found near Uden in Holland, caused a little international splash. A British embassy official thought that it was one reported missing from Sir Winston Churchill's Chartwell estate. But plans to return the bird to England went awry when F. Van Valkenburg, an animal farmer, entered counterclaim. Police put the swan in a line-up and Van Valkenburg, picking correctly, got the bird.

Atomic Hot Rod

The Navy announced a single-seater jet bomber which reverses the trend toward ever bigger and more elaborate fighting planes. The A4D Skyhawk, called Heinemann's Hot Rod after Douglas Engineer Edward H. Heinemann who designed it, is a delta-winged, needle-nosed midget whose 25-foot wingspan will allow it to operate from carriers without having to fold its wings. Yet under its belly it can carry an atomic bomb at speeds estimated at 600 mph and for distances guessed at 650 miles.

In Los Angeles, Ralph Shubert, feeling despondent, clamped a .38-caliber automatic to an ironing board, ran 10 yards of gauze from the trigger to an electric mixer, suspended a heavy sash weight over his head by a thread and poured gasoline all around. He set fire to the gasoline, started the mixer winding up the gauze and sat down before the gun under the sash weight. The sash weight failed to fall down, the bullet merely wounded him and a neighbor put out the fire. Police took Shubert to the hospital.

No Sugar Coating



**"SHOT
FROM
GUNS"**

Enjoy the sunny natural flavor of Quaker Puffed Wheat and Rice. There's no sugar coating, no factory sweetening between you and the nut-like *natural* flavor of these crisp, toasty puffs. You sugar to suit your own special taste. Sweet . . . or not so sweet. And then you enjoy a breakfast naturally flavored by the world's greatest expert . . . Mother Nature herself!

New packages!

Look for the delicious "Cereal Shot From Guns" in these bright new packages now on your grocer's shelf. Crisp, toasty Wheat in the blue . . . fresh, flavorful Rice in the red!

QUAKER PUFFED WHEAT.....

QUAKER PUFFED RICE.....





PROPERLY ATTIRED FOR HIS MONTANA RANCH, SECRETARY STEVENS GAZES OUT OVER HILLS AS HIS QUARTER HORSE JONESY NIBBLES ON RANGE GRASS



CALM AND RELAXED, Army Counsel Welch reclines in shade near U.S. Capitol (background) with his assistant, James St. Clair, during a noon recess.

CALM BEFORE A STORM

Quiet reigns over the hearings—up to a point

It had been a fairly quiet day in the Army-McCarthy hearings, little different from the 29 days before it. Army Secretary Robert Stevens, delighted to be away from it all, had had time to make a trip to his 10,000-acre ranch near Twodot, Montana (left) and return to his desk in Washington while the points of order droned on. A new game based on the hearings and called "Monotony" (p. 42) seemed appropriate.

McCarthy's counsel Roy M. Cohn on the stand had been getting a rigorous going-over by Army Counsel Joseph N. Welch concerning G. David Schine's small work output during his weekend passes and Cohn's big dinner and nightclub bills. McCarthy was out of the room. He suddenly returned and without warning unleashed an attack that produced the most dramatic moment of the hearings to date (next page).



McCarthy jokes with Welch a short while before his outburst

CONTINUED ON NEXT PAGE

To the 6 million men
already using today's
new "pressure can"
lathers:—



Williams
now gives you
an instant lather with Nature's own
"SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

**Williams' discovery—Lanotate²⁵
—revolutionizes shaving**

LANOTRATE²⁵ is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple.



It's lanolin in its richest form in the creamiest lather of all!

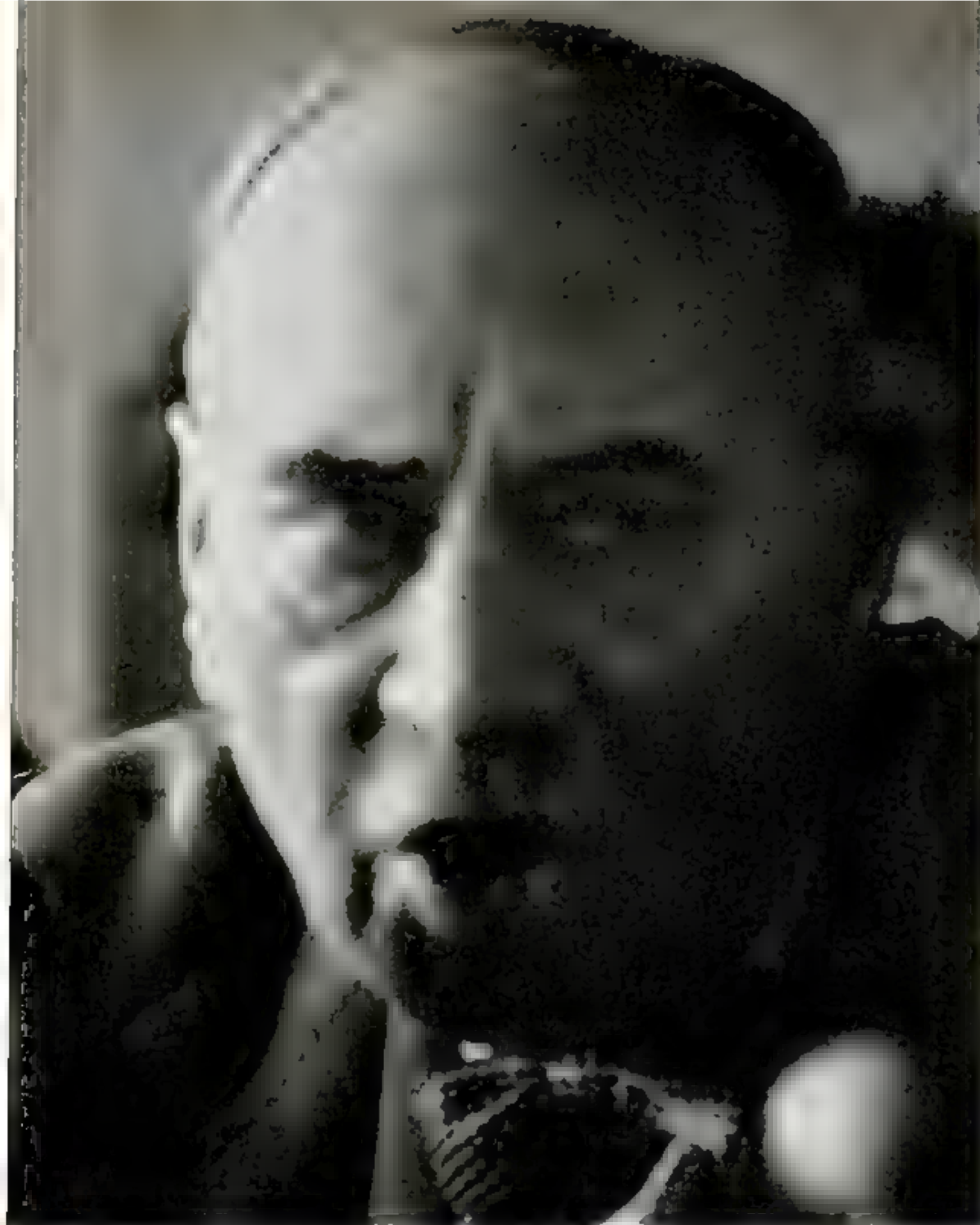
younger looking. With regular use, LANOTRATE²⁵ helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.



**All three with
LANOTRATE²⁵**

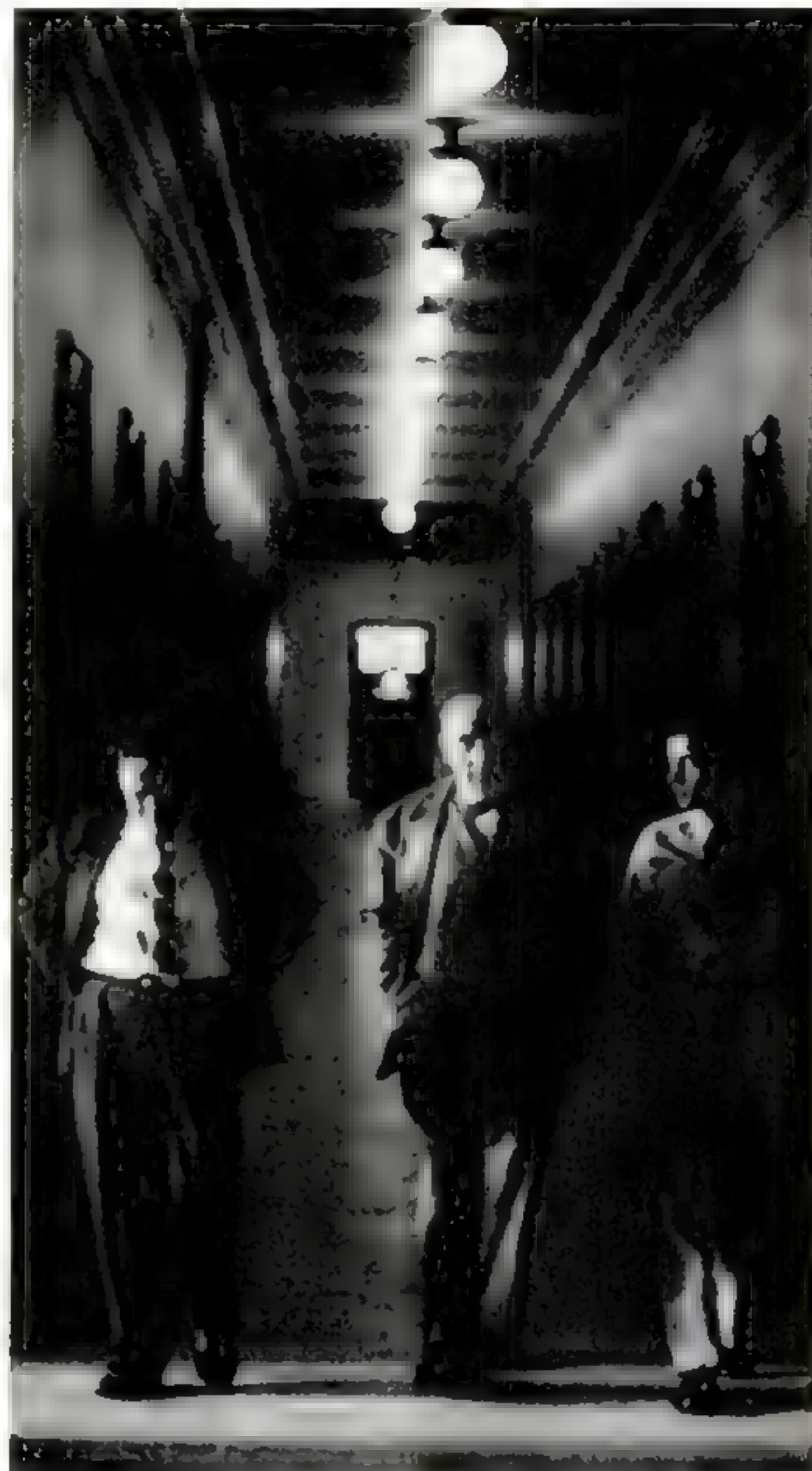
LANOTRATE²⁵ is found exclusively in Williams Shaving Creams, Williams Instant Lather, Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



OUTRAGED WELCH says to McCarthy, "Your forgiveness will have to come from someone other than me." Below: in the hall during recess Welch weeps



Hearings CONTINUED



SEEKING COMPOSURE, Welch walks down the long, dark hallway with St. Clair (left) and an Army aide, trying to calm himself before the hearing reopened.

'HAVE YOU NO SENSE OF DECENCY?'



LAWYER FISHER

McCarthy's attack came as Welch was chiding Cohn for keeping information about subversion from Army Secretary Stevens. Welch should know, said McCarthy with a strangely gleeful look, that he had in his Boston office a man named Fisher who had belonged to the National Lawyers Guild, an alleged Communist front. Furthermore Welch had tried to bring Fisher to Washington to help at the hearings.

Slowly, his voice shaking with deep emotion, Welch replied, "Until this moment, Senator, I think I never really gauged your cruelty or your recklessness." Fred Fisher, said Welch, had long since left the guild and was now a respected participant in state Republican affairs. When he learned of the guild membership, Welch decided not to use him in the hearings. As the room listened in stony silence, McCarthy incredulously repeated his charges, even though Chairman Mundt had put a word in for Fisher. Almost in tears, Welch begged him to stop: "Let us not assassinate this lad further, Senator. You've done enough. Have you no sense of decency, sir? At long last, have you left no sense of decency?" When the exchange ended a few moments later the hearing room rang with loud applause for Welch.



"Grease is for barbecue griddles, not a man's hair," says popular TV announcer Joel Aldred. "So I use greaseless Vitalis." (As do 3,000,000 other men who know what's cooking.)

NEW GREASELESS WAY TO KEEP YOUR HAIR NEAT ALL DAY

New Vitalis with V-7 makes even dry, unruly hair easy to manage

Like most men, Joel Aldred spends a lot of time out-of-doors in summer. Yet he keeps his hair in excellent condition despite drying summertime exposure—and he does it without grease! He uses new Vitalis with V-7.

V-7, the unique grooming discovery in Vitalis, is not an animal, vegetable or mineral oil. It keeps your hair neat, yet you never have an over-slick, plastered-down look.

Equally important, Vitalis gives you wonderful protection against "summer dryness"—the dull, brittle hair and parched scalp that come

from summertime exposure to sun, wind and water. What's more, Vitalis maintains the natural moisture balance of your hair better than any other leading tonic.

As for dandruff, tests show Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can. And tingling-cool Vitalis Hair Tonic feels far more stimulating and refreshing to your scalp.

So try new Vitalis with V-7! You'll like it. And ask your barber for a professional application. Remember, he's an expert on making your hair look its best.

"TISSUE TEST" photos show how Vitalis outdates messy oils



NEW VITALIS



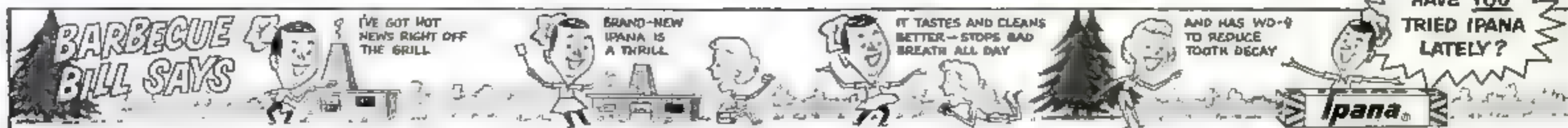
MESSY OILS

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!



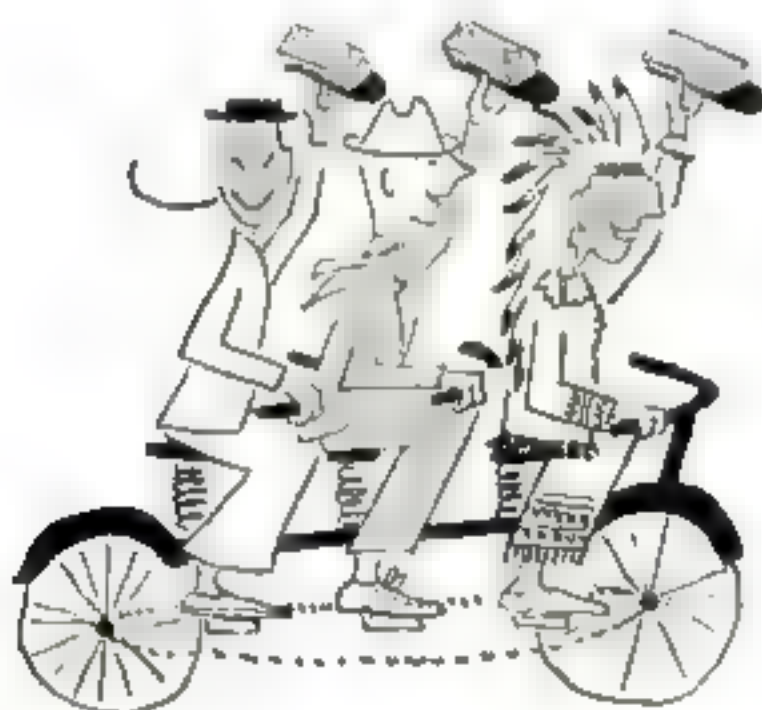
NEW VITALIS® HAIR TONIC WITH V-7

A PRODUCT OF BRISTOL MYERS





NON-FATTENING
the ideal sweetener
for iced tea or coffee
SWEETA



All travelers agree on
NCB TRAVELERS CHECKS

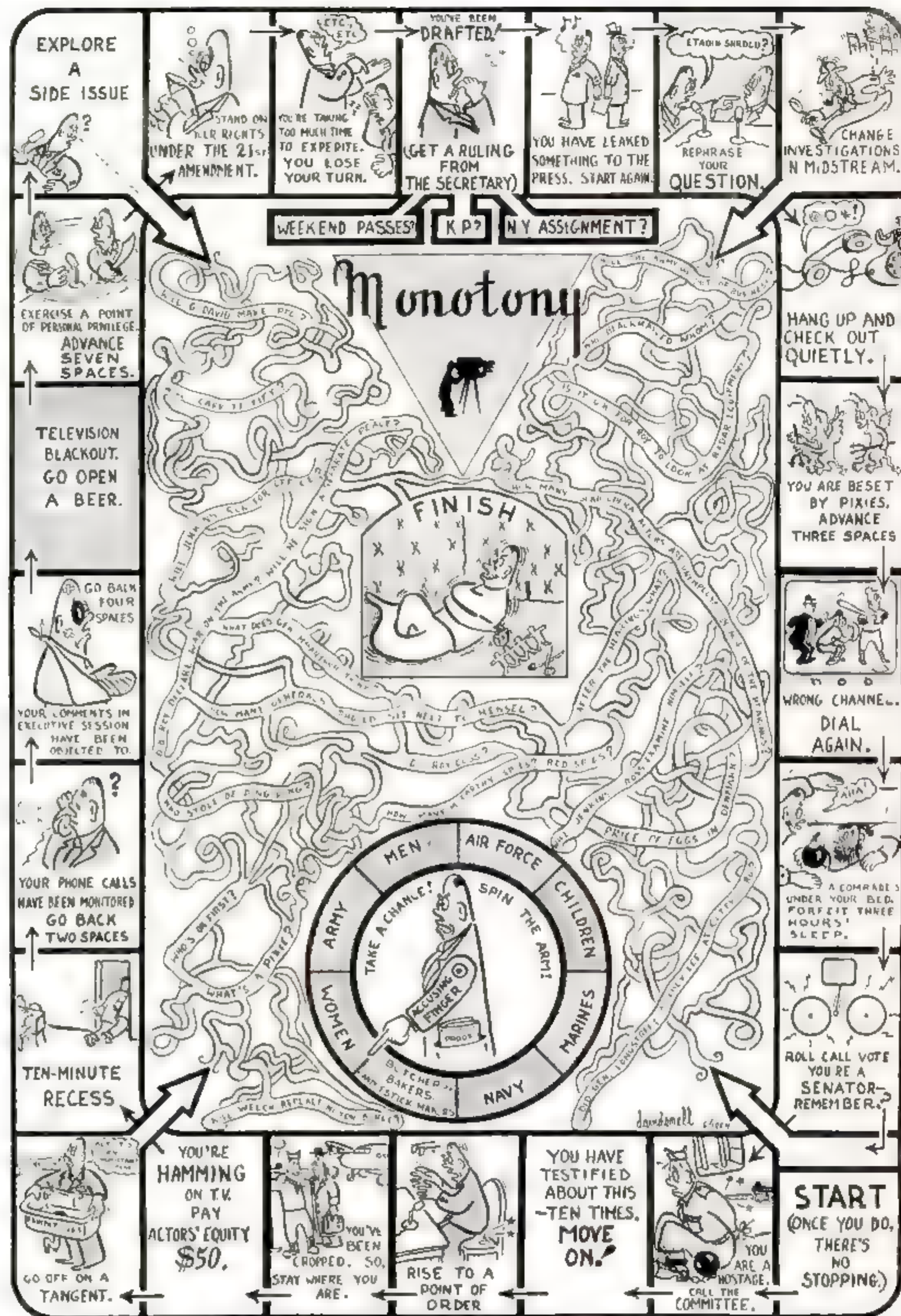
They're all in accord that safe, spendable National City Bank Travelers Checks mean joyful journeying. If you lose them or they are stolen, your money is promptly refunded. They're readily accepted anywhere for any purchase. Issued in denominations of \$10, \$20, \$50 and \$100, they are good until used and cost only 75¢ per \$100.

Buy them at your bank.

The best thing you know wherever you go

NATIONAL CITY BANK
TRAVELERS CHECKS

Backed by The National City Bank of New York
Member Federal Deposit Insurance Corporation

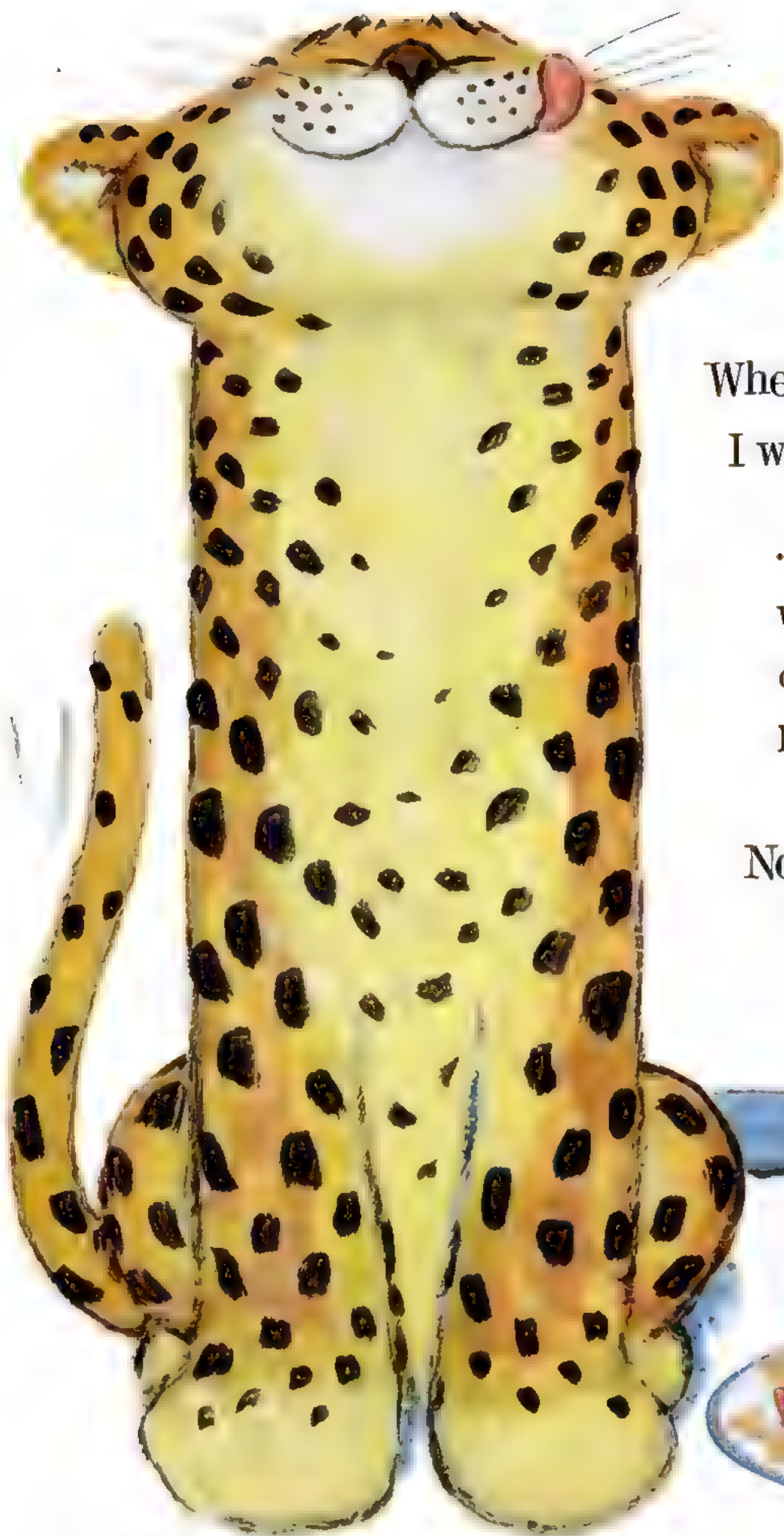
Hearings CONTINUED

GAME PROVIDES DERISIVE SUMMATION OF HEARINGS

After reflecting on the silly aspects of the hearings for several weeks, New York *World-Telegram* and Sun Staff Writer David Snell devised and drew the game above, which his paper published and syndicated last week. "The procedure is simple," wrote Snell, "as is apparent from a quick glance at the playing board. . . . One player is designated 'It.' . . . The other players take turns questioning him and are allowed 10 minutes each. . . . A player who asks an 'Unfair' question is awarded three 'Points of Order.' When he has collected 10 of these he can exchange them for one 'Point of Personal Privilege.' . . . It is wise for the beginning player to master the art of avoiding 'The

Central Issue.' . . . The more unrelated the question, the greater the number of 'Points of Order' awarded to the asker. . . . When a player's turn comes he may, if he chooses, draw one 'Charge' from the deck of 'Accusation' cards. As in poker, some of these are said to be 'Wild.' An 'Accusation' is always met with a 'Counteraccusation.' These also may be 'Wild,' at the discretion of the player."

Snell ends philosophically: "It is suggested that players waste no time searching the deck for a 'Clear-cut Outcome.' It is not in the cards." The hearings had produced highlights that people would remember, but few would dispute Snell's over-all interpretation.



When I'm eating Jell-O
I wish I were a leopard

...because then everyone
would see that Jell-O—
delicious Jell-O—really
hits the spot

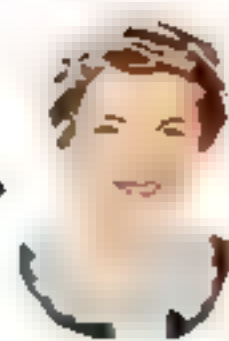
Now's the
time for



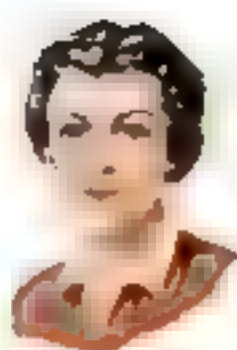
Martha Logan



brought the chicken....



Martha Logan
of Swift



Betty Crocker
of General Mills

Betty Crocker reached for the Bisquick

Bake your biscuits, oven-fry the chicken all in the same pan!

Fry chicken this new, easy way in the oven and leave room
in the same pan to bake the biscuits right in the chicken juices!
A delightful new kind of one-dish meal from your oven to your table

1 tender-grown Swift's Premium chicken
(Fresh or quick-frozen—cut up for frying)
1 cup Bisquick
2 teaspoons salt
¼ teaspoon pepper
3 teaspoons paprika
¼ cup each shortening and butter

To prepare chicken, dip the pieces in a mixture of Bisquick, salt, pepper, and paprika to coat well. Melt shortening in a shallow baking dish (9x13x2") in a hot oven (425° F.).

Remove baking dish from oven and place chicken skin side down in a single layer. Bake in a hot oven (425° F.) for 45 minutes. Turn chicken. And now . . .

Make Rolled Biscuit dough (directions on Bisquick package). Roll dough ¼" thick; cut biscuits. Place on bottom of pan, being sure both biscuits and chicken remain in a single layer. Bake another 15 minutes or until biscuits are lightly browned and chicken is tender. Serves 4.



NEW.

Boosts Engine Power Up to 25%*!

NEW Mobilgas SPECIAL—The Only Gasoline

Double Powered

with

1 Mobil Power Compound

most powerful combination of chemical additives ever put into any gasoline to correct engine troubles...

2 Top Octane

for greatest knock-free power—result of the world's most advanced refining developments!

Now, it's New Mobilgas SPECIAL. New Mobil Power Compound, an extensive combination of chemical additives—has been ~~introduced~~ *put into* to bring new to the road benefits to every motorist.

Boosts power up to 25%—increases gas mileage—improves car's performance!

Checks pre-ignition ping. Mobil Power Compound's amazing additive, RT-125, checks and controls growing particles responsible for this trouble.

Corrects spark plug misfiring due to uneven combustion—deposits Mobil Power Compound increases life of spark plugs up to three times!

Controls stalling due to clogging of the carburetor. No other gasoline offers the protection of CLYMOVAC, unique desorbing additive developed by Socio-Vacuum.

Combats gum which causes automatic clunks and other faults to stick. New additive, RT-200, reduces engine-formed gum—cuts waste of fuel.

Combining Mobil Power Compound and top octane—New Mobilgas SPECIAL gives the greatest protection against engine troubles ever offered in any gasoline.

*Laboratory controlled tests in passenger car engines showed increases in engine power output up to 25% when using New Mobilgas SPECIAL as compared to conventional premium gasoline.



SOCIO-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



SPREAD-EAGLED OVER POOL AT SANDS HOTEL WHERE SHE WORKS, KIM SMITH TAKES LONG LEAP FROM DIVING BOARD DURING HER DAILY NOONTIME SWIM

Showgirl Shangri-La

DANCER FINDS LAS VEGAS LIFE IS A LARK

For chorus girls the best place in the country is Las Vegas, where no gambling club feels competitively safe without a full-scale floor show to pull customers in. The work is steady, the pay good and the recreation plentiful. Kim Smith (see cover), who gets \$128 a week for dancing in two shows nightly, works hard indoors and plays harder outdoors, lavishing on the Nevada town an athletic affection no craps shooter could

comprehend (*above and next page*). Free from boredom ("There are so many things to do it's hard to choose"), she has no fear of too little or too much masculine attention ("You have all these interesting people here and there are guards"). Unless movie studios or matrimony intervenes, 21-year-old Kim wants to keep capering. "I am having more fun," Kim believes, "than anyone else in the whole world."

AT WORK KIM STALKS ON STAGE TWIRLING BATON, HER BIG SPECIALTY →



BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



...and see!

With an open bottle and open mind—judge this different "light-hearted" ale for yourself. Like the many who have turned to Carling's Red Cap—you'll find it "light" as the smoothest beer, yet "hearty" as only true ale can be. Is it better than beer? Only your own taste can decide. Tonight, open a bottle of Carling's and see!



CARLING'S

Red Cap

ALE

© CARLING BREWING COMPANY, CLEVELAND, OHIO



ON THE LAKE Kim alternates using water skis with her roommate Joan Kelly. Boats and drivers at Lake Mead are provided free by the Sands Hotel.



IN THE DESERT Kim, who grew up on a Washington ranch, rides with a cowboy companion (left), Hondo Lane, who is helping her learn rope tricks.



IN THE MOUNTAINS, 35 miles from Las Vegas and 5,500 feet above it, Kim and Joan enjoy the snow. The desert itself has no real winter weather.

CLIP and SAVE

BE FREE OF MOSQUITO BITES

This stick does the trick



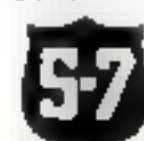
Protect against MOSQUITOES and CHIGGERS with effective, pleasant S-7.

Simply apply S-7 stick—these insects won't come near you for hours!



S-7 feels cool and soothing. Not sticky or greasy; can't stain clothes. Pleasing scent.

And so handy! In sturdy plastic case. Nothing to spill, melt, crack or break.



PLAY SAFE! Save this ad. It will remind you to buy S-7. Only 98¢.

MILLER PRODUCTS CO., St. Louis, Missouri

STOMACH UPSET?

Millions of Americans get fast relief from Acid Indigestion, Heartburn WITH

TUMS

FOR THE TUMMY



GUARANTEED TO CONTAIN NO SODA

EASY 10-DAY PLAN FOR OVERWEIGHT MEN

It's the Delafield Reducing Plan for Men—the only safe, sound, scientific plan designed especially for men. You don't starve. You don't count calories. Instead, you get a book of health tips and menus (with steak and cake), a tasty wafer—not a drug—for between-meal hunger, and protective Vitamins. Start today—feel better tomorrow. Only \$3.50 (repeat package \$2.50) at Rexall Drug Stores everywhere.



DANCING'S DISMAL When Corn Pain Strikes! Enjoy yourself; dissolve even toughest corns quickly, painlessly with medicated, liquid GETS-IT LIQUID CORN REMOVER. Get-it today!



GREAT AS A BOOK!...AS A PICTURE—THE GREATEST!

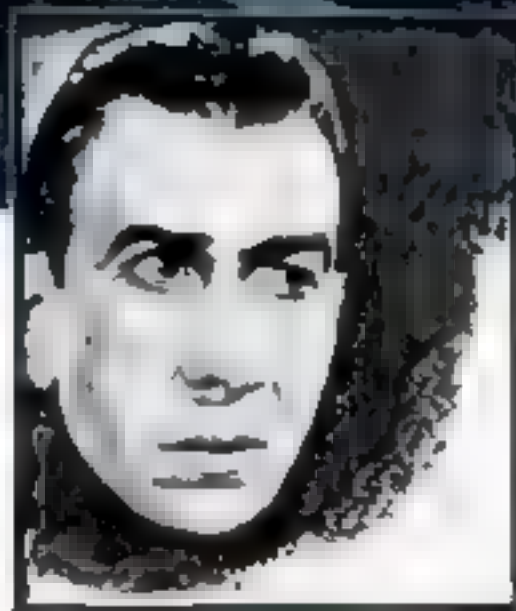
THE CAINE MUTINY IS AS BIG AS THE OCEAN!



**HUMPHREY
BOGART**

as QUEEG

"I'm the captain. I never lose arguments. I kid you not!"



**JOSE
FERRER**

as GREENWALD

"I had to do it—and I've been drunk ever since!"



**VAN
JOHNSON**

as MARYK

"The only way I could prove I was right was to let the ship sink!"



**FRED
MACMURRAY**

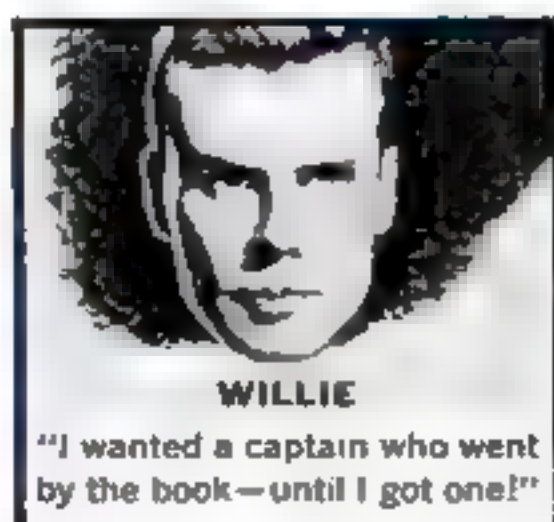
as KEEFER

"This ship was built by geniuses—to be run by idiots!"

and introducing

**ROBERT FRANCIS
MAY WYNN**

Screen Play by STANLEY ROBERTS • Based upon the Pulitzer prize winning novel by HERMAN WOUK • Directed by EDWARD DMYTRYK



WILLIE

"I wanted a captain who went by the book—until I got one!"

Color by
TECHNICOLOR

A COLUMBIA PICTURE
A STANLEY KRAMER PROD.



Planning a July 4th trip? ...read this important news first!



New "LITE-A-BUMPER" tape helps stop NIGHTTIME COLLISIONS



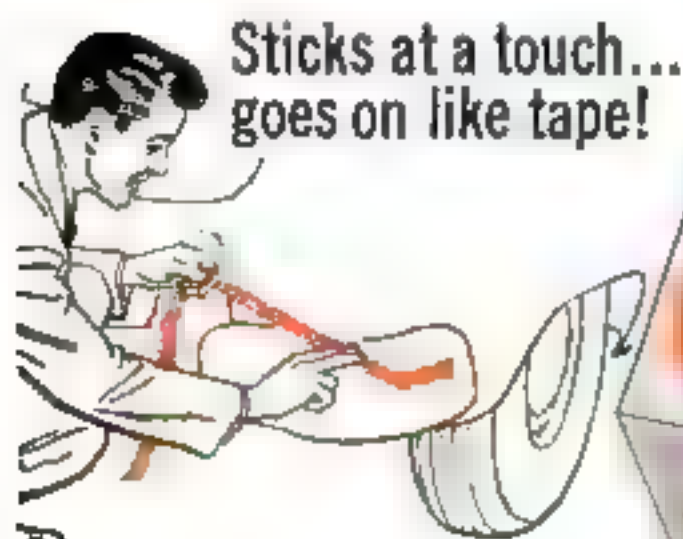
BICYCLES



TRAILERS



FARM EQUIPMENT



Sticks at a touch...
goes on like tape!

Red for rear...silver for front

Now your car can have a warning light that will not fail—that could save your life any night you drive!

This new "Lite-A-Bumper" Tape is made with that amazing "Scotchlite" Reflective Sheeting you've seen on traffic signs and billboards. Headlights from approaching cars cause it to light up brilliantly, clearly—to flash a bright warning that your car is ahead. "Lite-A-Bumper" Tape is visible up to a quarter-of-a-mile away, whenever light strikes it. Non-electrical; no batteries, no bulbs. Colors are fast...durable...will not fade; goes on like tape.

Protect your car when driving at night—ask your favorite retailer for "Lite-A-Bumper" Tape today.

ONLY
39¢
at your favorite
retailers



3M The terms "Lite-A-Bumper" and "Scotchlite" are registered trademarks of Minnesota Mining and Mfg. Co., St. Paul 6, Minn. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ontario, Canada.

SHOWGIRL SHANGRI-LA CONTINUED



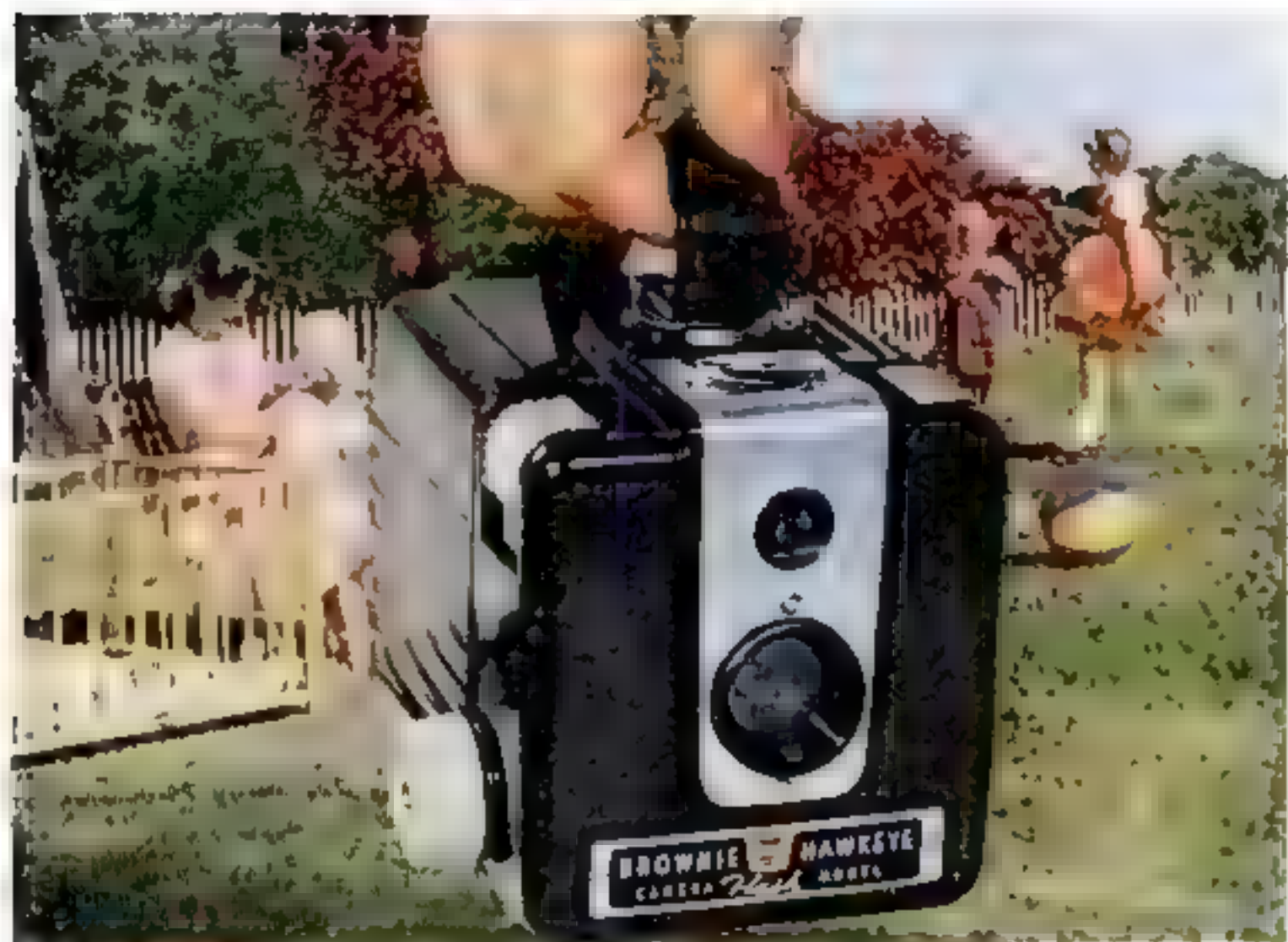
GETTING WARM in front of the ski lodge fire, Kim and Joan prepare to descend to desert and jobs. They report for work at 8 p.m., get off at midnight.



NICKEL PLAYING Kim grins as she tries for jackpot. After last show the girls sometimes tour the downtown spots, play only nickel or dime machines.

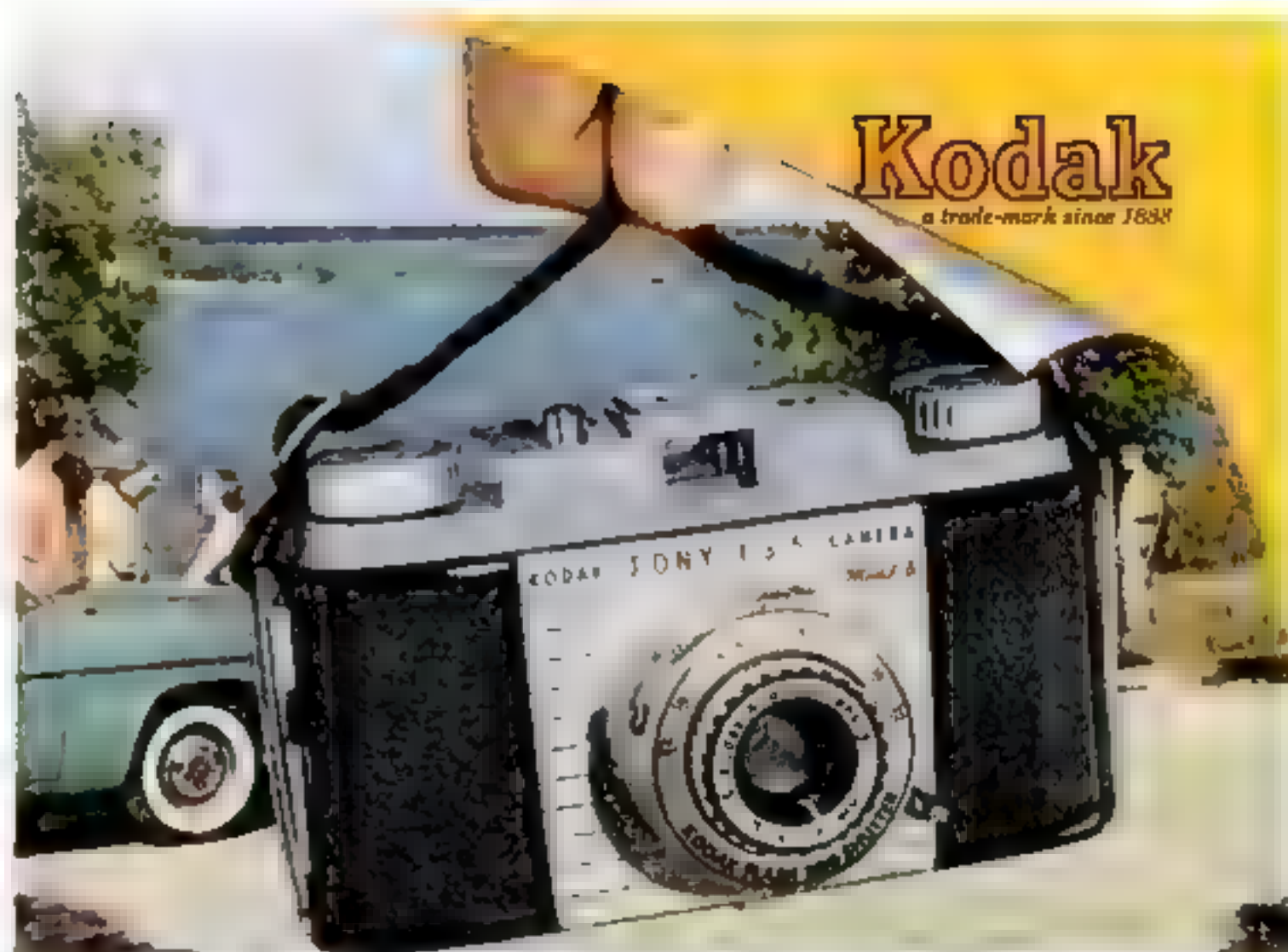


SPILLING COINS accidentally. Kim and Joan stop to pick up winnings on way home at 3 in the morning. In 10 months of play Kim has broken even.



Brownie Hawkeye Camera, \$6.95

More than three *million* people have bought it... just in the last two years. Reason? Because, while it's just as simple and sure as you expect a Brownie to be, it gives you daylight snaps *and* flash shots... in black-and-white or full color. It's the slickest, most talented Brownie camera ever. Flashholder, \$4.



Kodak Pony 135 Camera, Model B, \$34.75

Here's a miniature camera with new, easy, no-thread loading. Its sharp lens gives you crystal-clear black-and-white prints —and (with Kodachrome Film) those wonderful little color slides, so crisp and brilliant you can hardly believe your eyes. You can project them and also have color prints made from them. Flashholder, \$7.95.

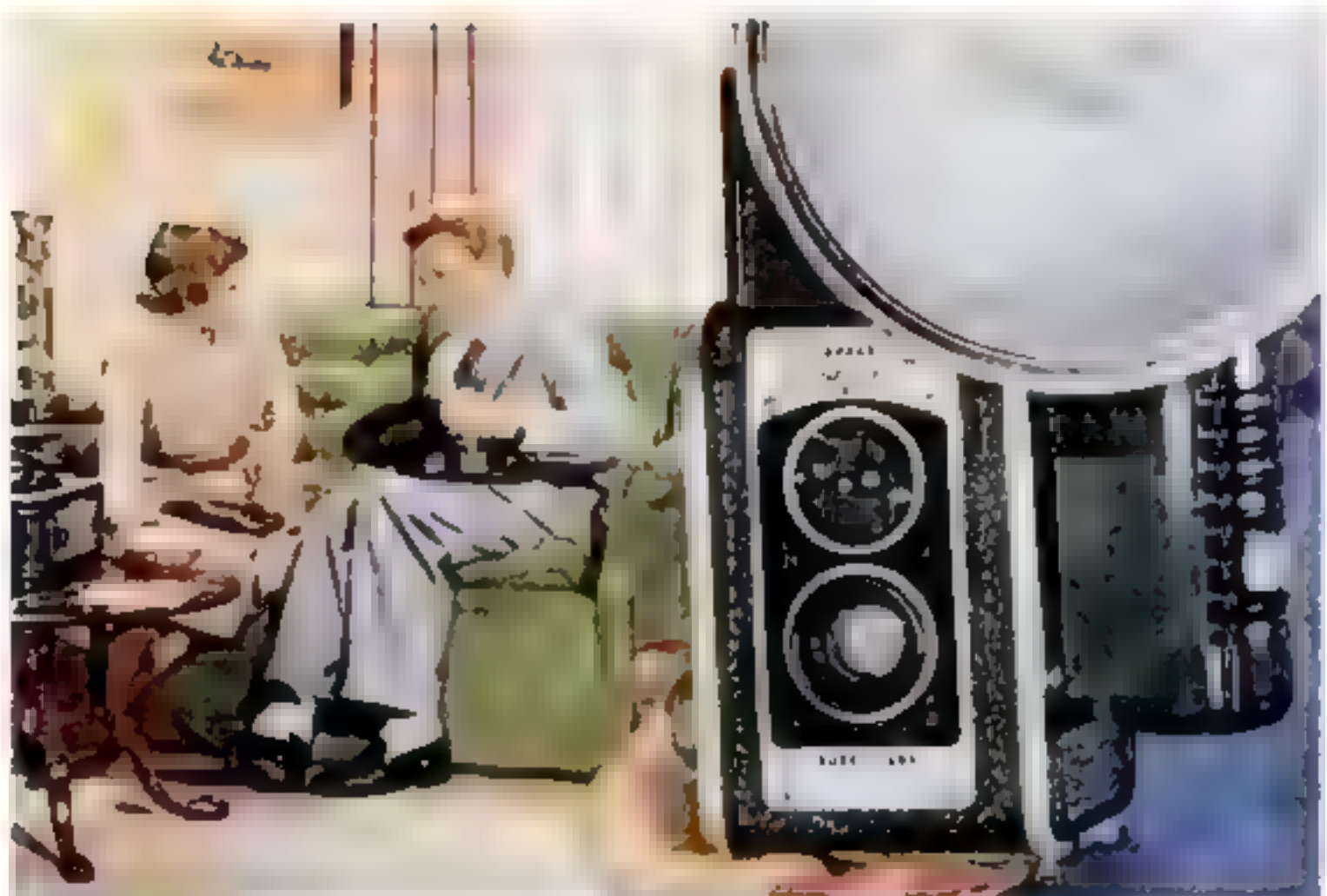
For your good times ahead...
Vacations, picnics, camping, around home

As a grand gift...
for weddings, birthdays, graduations

pick one of these
easy-to-use Kodak cameras

for snapshots indoors and out, day or night, in black-and-white and color

Prices include Federal Tax where applicable and are subject to change without notice



Kodak Duaflex III Camera, Kodak Lens, \$14.95

You line up your picture in that big hooded viewfinder at the top and there's your subject big and clear... just as it looks in a finished snapshot. As easy to use as a Brownie camera. Safety shutter prevents double exposures, so you don't take one picture on top of another. With Kodak *f*/8 Lens, \$22.50. Flashholder, \$4.



Kodak Film is planned to make picture-taking simple, easy, sure, at the click of a button. For black and-white snapshots, look for Kodak Film in the new, thrifty Duo-Pak. Two rolls of film—one for your camera, one for a spare—in the popular 620, 120, and 127 sizes. Also available in single rolls. For full-color snaps, use Kodacolor Film—comes in all 6 popular sizes.

Many Kodak dealers offer convenient terms

Eastman Kodak Company, Rochester 4, N.Y.

4 easy Heinz ways to serve MENFOLKS' FAVORITE

FOUR QUICK AND EASY WAYS to your man's heart begin with Heinz Beans, the kind baked the old-fashioned way—in *ovens*—till they fairly pop with nut-sweet tenderness. Try all four styles in snack, regular or family-size tins. They do cost a penny or so more than ordinary beans, but they're worth it. After all, *Heinz* Beans taste like the real home-baked kind!

● **Heinz Pork and Oven-Baked Beans**—blessed with a spicy sauce made from Heinz own "Aristocrat" tomatoes—are your Number One he-man favorite! Try them in the Baked Bean and Pork Chop Casserole recipe on the back of their new label—for a *great* bean dish!



ALL 4 KINDS
HAVE BRIGHT
NEW LABELS
WITH RECIPES
ON BACK



Good-Looking, Good-Tasting Treat



● Cut tops off large green peppers. Scoop out. Cover with boiling water. Let stand 3 min. Drain. Put 1 Tbs. Heinz Tomato Ketchup into each shell. Fill with Heinz Oven-Baked Beans in Tomato Sauce (Vegetarian Style). Set in deep baking dish, adding water to cover bottom. Bake in moderately slow oven (325° F.) 30 min. Also see back of label for another tasty, meatless dish—Baked Beans Dairy Style!



DISH



Real oven baking and home-recipe
sauces make Heinz Beans taste
much better than ordinary canned beans!



Boston Bean Casserole

● Heat oven to 350° F. (moderate) for this Heinz-label recipe. Empty tin of Heinz Oven-Baked Beans—Boston Style (pork and molasses sauce) into quart casserole. Top with tomato slices; sprinkle with salt, pepper, 1 cup grated process American cheese. Bake at 350° F. 20 min. (Serves 3.)



Ham And Bean Casserole



● Try the new Heinz Oven-Baked Beans—New England Style (small pea beans with pork and mustard-spiced molasses sauce) in this Heinz-label recipe. Heat oven to 400° F. (moderately hot). Mix ½ cup chopped onion with contents of a tin of beans. Place in baking dish. Arrange 6 slices of ham or canned luncheon meat on top of the beans, spreading meat with Heinz Yellow Mustard. Sprinkle with 3 Tbs. of brown sugar—bake at 400° F. 25 min. (Serves 3.)

Cool magic for your
summer cooking

Next time you fix Potato Salad—

● Try adding a little Heinz Hot Dog Relish to your favorite recipe. This sprightly mixture of chopped pickles and mustard sauce works flavor wonders with salads, meats!



Pick up your
Heinz Pickle favorites
when you shop!

Minute meals cut cooking time!

● Keep a supply of new Heinz minute meals on hand. Heinz Beef Goulash, Chicken Stew with Dumplings, Chili Con Carne and other ready-to-serve dishes come in snack-size tins for quick lunches.



Salad days are here again!



● That means you'll need Heinz Vinegar—your insurance for salad dressings that sparkle with zest and appeal! Heinz makes five kinds—each full flavored and so uniform in strength that you get far better results for your money.



Get set to beat the heat—with
Heinz ready-to-serve foods!

● Hamburgers are doubly delicious served outdoors and livened with an easy, spicy sauce made with ½ cup of flavor-rousing Heinz Tomato Ketchup, 1 Tbs. Heinz Cider Vinegar, 2 Tbs. Heinz Worcestershire Sauce, 1 Tbs. sugar. Simmer the hamburgers right in the sauce 10 or 15 min



HEINZ

VARIETIES

You Know It's Good Because It's Heinz!

PERFECT RICE WITHOUT COOKING

Just add
to boiling water
for perfect rice
every time!

MINUTE
BRAND
RICE
PRE-COOKED

PERFECT
EVERY
TIME



No washing! No rinsing!

No draining! No steaming!

You don't boil Minute Rice. You merely *add* this pre-cooked rice to boiling water, remove from heat—and presto! The whitest, fluffiest, most delicious rice that ever brightened a dinner table! No work, no watching, no sticky pans. And Minute Rice is foolproof—you get perfect results *every time!* Thrifty, too—costs just pennies per serving. Be sure to get the big economy package.

Ready In No Time . . . Welcome Anytime!

MINUTE RICE WITH CLUB STEAK

Surest way to a man's heart—a sizzling steak with plenty of fluffy rice to soak up the juices! What could be easier, with handy Minute Rice so easy to prepare? For 4, simply add $1\frac{1}{2}$ cups Minute Rice and $\frac{1}{2}$ teaspoon salt to $1\frac{1}{2}$ cups boiling water. Cover; remove from heat; let stand 13 minutes. Look how every grain swells up plump and separate—perfect rice for certain, without work or guesswork!

You'll find dozens of delicious ways to serve this wonderful rice—with meat, poultry, sea food—in soups, casseroles, desserts. Exciting recipes on every package—"quickie" treats only Minute Rice makes!

Product of General Foods



DEAN SHAW BAPTIZES AN INFANT DURING A REGULAR SUNDAY WORSHIP SERVICE IN HIS TWO-CAR GARAGE

SUNDAY'S A BUSY DAY

A Methodist preacher's six-room house serves also as church and Sunday school

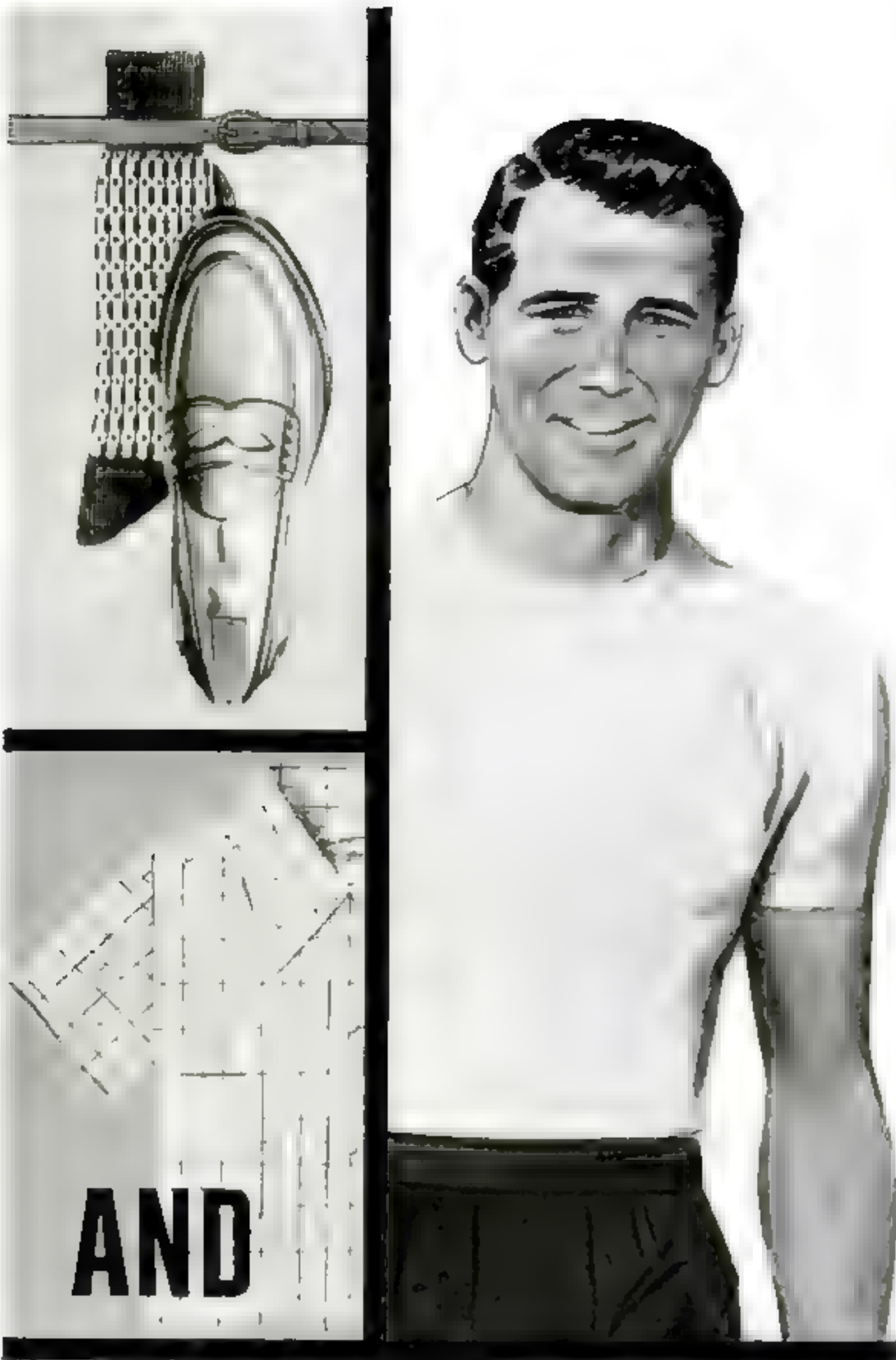
When Dean Shaw, a student at Denver's Iliff School of Theology, moved into a suburban housing project, he found no Methodist church in the new community and no immediate prospects of one. He set out to remedy this situation and since there was no suitable meeting place, he and his wife bravely volunteered the use of their own house. Although Shaw will not be ordained until September, Methodist rule permits him to perform all the functions of a minister. In his new church, member-

ship multiplied quickly—and so did the Shaws' housekeeping problems.

Now each Saturday Mr. and Mrs. Shaw pile their furniture into one bedroom to make place for Sunday-school classes which fill the house. Services are held in a garage the congregation built next to the house for that purpose. Some unsympathetic neighbors have complained about the noise, but the Shaws hope to continue their home's double life until December, when the congregation's new church building should be ready.

THE SHAW'S BRICK HOME AT 1000 URSULA STREET IS OFF TO ITS BUSY SUNDAY AS THE FIRST YOUNGSTERS ARRIVE FOR THEIR SUNDAY-SCHOOL CLASSES





BASIC TO IT ALL

the 'at ease' feeling of Jockey T-Shirt

Nylon-content collar can't stretch...sag...lose its shape!

In sportswear as in business, you have to *feel* relaxed before you can *look* relaxed. And you'll feel completely at ease in trim, comfortable Jockey T-Shirt.

Jockey's nylon-content collar keeps its shape through washing after washing—and the fine cotton fabric stays soft, flexible, and smooth-fitting. Shoulder and neck seams are taped for longer wear—and Jockey's longer length helps keep it in place. Yes, to *look* at ease, *feel* at ease. Buy a supply of Jockey T-Shirts—and be sure the label says "Jockey"!

P.S. Jockey T-Shirt also available with V-neck!

Jockey® underwear
BRAND



only by

Coopers®

All the world wears Jockey! Coopers, Incorporated—Kenohe, Wis.
Licensing and registered users: Canada: J.R. Macdonald Company Limited; Australia: Speedo Knitwear Mills; British Isles: Lyle & Scott; New Zealand: Lane Walker; Sweden: Västman; France: Verdier; Columbia: Textiles Ego; Italy: Scotti; Denmark: Teco; S. Africa: Nibben & Lester; Germany: Vöslum; Austria: Josef Huber & Erben; Ireland: Dublin Shirt & Collar Co.



CROWDED BEDROOM on Sunday morning is jammed with furniture. Mrs. Shaw dresses Thane, 6, and Bennett, 1½, before the first churchgoers arrive.



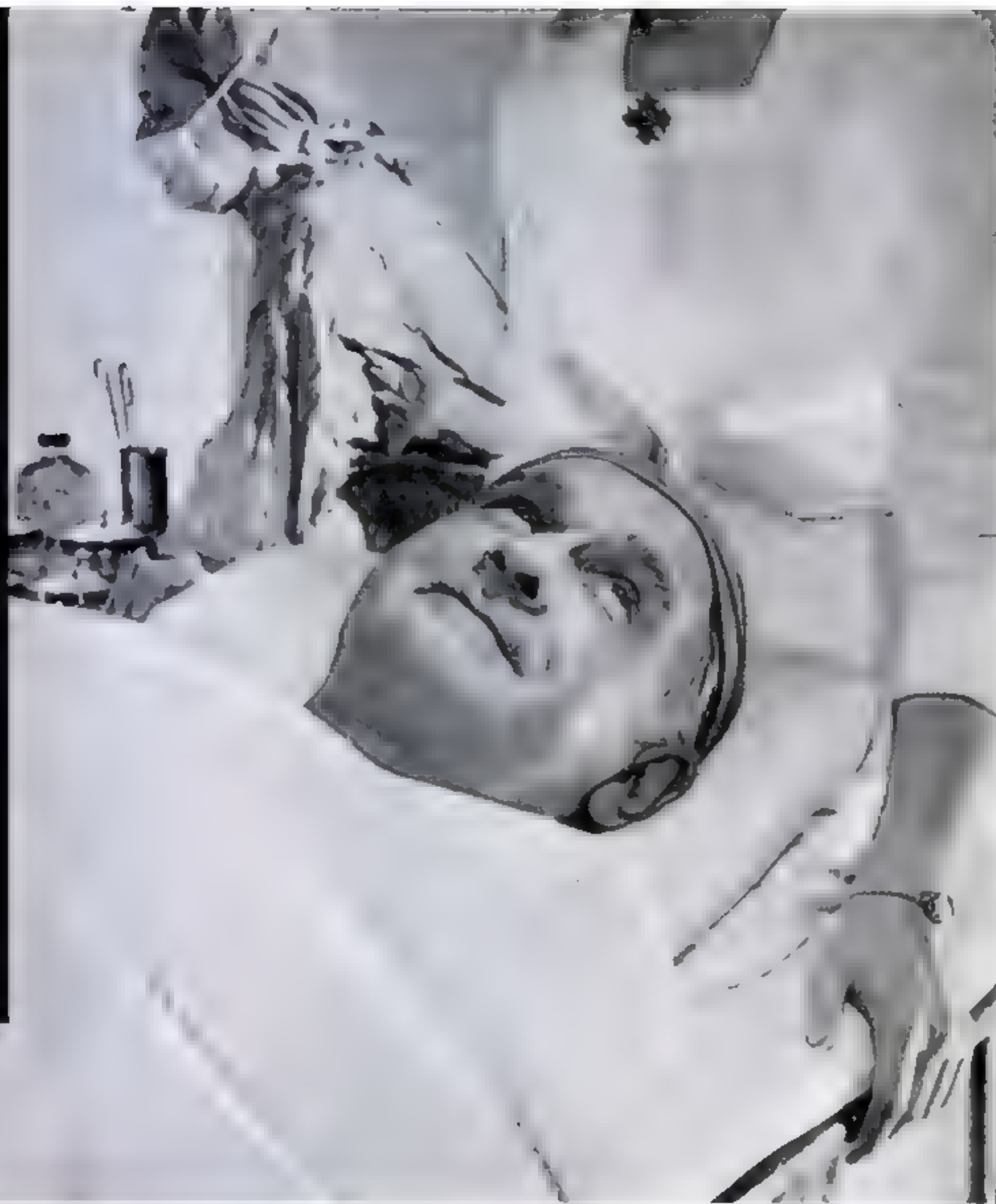
LAST REFUGE for Dean Shaw on Sunday morning is bathroom where, the door closed and typewriter on his lap, he puts final polish on the day's sermon.



INTERRUPTING SUNDAY-SCHOOL class for little girls who meet in kitchen, Alberta Shaw tends to normal Sunday chore of checking the roast.

CONTINUED ON PAGE 58

1 family
in every 7
will get a bill
for surgery
this year!



New miracles for hearts are being performed daily by the doctor. For instance, a new surgical technique has been perfected whereby plastic valves are being inserted to restore damaged hearts to their normal function. The majority of general hospital admissions today are for surgery.

BLUE SHIELD®



the only nonprofit, nationwide organization sponsored
by the doctors to help your family meet
surgical-medical-maternity expenses!

**Last year alone, Blue Shield helped people
pay for more than 6,000,000 surgical
or medical services!**

Needed surgery cannot be side-stepped. But much of its cost to you *can* be avoided by belonging to Blue Shield. Famous Blue Shield is as effective as it is simple. Each participant voluntarily contributes a little—the fund goes to help pay the doctor whenever anyone needs surgical, medical or maternity care.

Generous, specific sums are paid by Blue Shield for hundreds of different surgical operations, as well as for many non-surgical services. Often the entire cost of the doctor's care is taken care of.

Nonprofit basis assures low cost. Blue Shield is locally organized in the public interest by doctors and

other citizens. It is operated without a cash profit to anyone. Every penny paid in, except what is needed for small administrative expense, is set aside to help pay surgical, medical and maternity expenses.

Only a few cents a day provides Blue Shield protection for everyone in your family. The membership fee is set in your own area. It is based on needs and conditions where you live. So valuable and helpful has Blue Shield proved itself, that some 15,000 people are joining each working day.

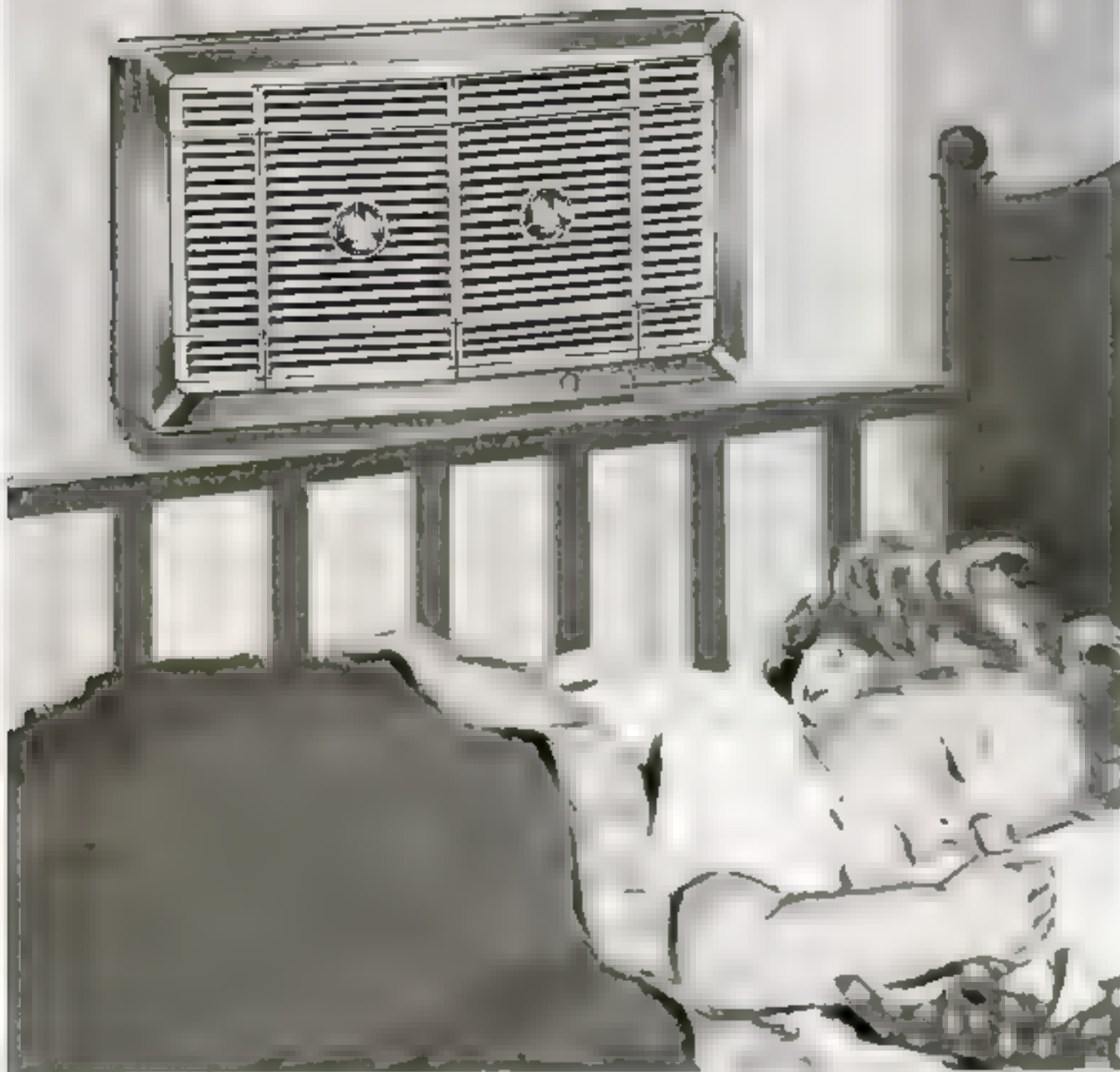
If you are now one of the 29 million enrolled in Blue Shield, you are fortunate. You have the *best-proved* protection at low cost. And remember, even when you change jobs or retire, this valuable safeguard can go right along with you. It is easily arranged through your local Blue Shield Plan.

How to join Blue Shield. Ask your employer about it. Or look under *Blue Shield* in your phone book and contact your local office direct. In many states, rural families can join through local farm organizations. Inquire in your area. You can also get full information, without any obligation, by writing Blue Shield Commission, Box 204, 425 N. Michigan Avenue, Chicago 11, Illinois.

**And for low-cost protection
against hospital expenses . . .
famous BLUE CROSS**

6,700,000 hospital cases were handled by Blue Cross last year! Not for profit, *locally* sponsored by citizens and the hospitals, Blue Cross provides for *all* the basic hospital services, plus many costly "extras".

Quietly... quietly...
THROUGH THE NIGHT!



HUSH-A-BYE
Draft Free Operation

another big feature in the new 1954

RCA Air Conditioner

Only RCA gives you all these advantages
—for better air conditioning!

HUSH-A-BYE FANS: Whisper-quiet squirrel cage type evaporator fans can scarcely be heard.

THERMOSTAT CONTROL: Provides automatic temperature control.

DIRECTIONAL GRILLES: For widest, fullest flow of air. Control direction of air flow, easily, quickly.

PUSH-BUTTON CONTROLS: Push a button in the Climate Tuner for the weather you want.

NEW PERMANENT FILTERS: Aluminum filters, easily cleaned, no more annoying replacements.

HEART-OF-COLD COMPRESSOR: Top cooling capacity. Hermetically sealed, trouble-free.

RCA FACTORY SERVICE: Optional contract offers installation and service by RCA's own technicians.

TUNE IN Dennis Day Show every week
NBC-TV. Hear Phil Harris and Alice Faye
Friday nights, NBC Radio.



Models priced as low as \$229.50 (Suggested list price — slightly higher in West.) Models available with combination heating and cooling. Panel lights for easy night visibility and thermostats for automatic temperature control also available on some units.

You'll feel better with an RCA Air Conditioner

RADIO CORPORATION OF AMERICA  



PRAYERS FOR NEW CHURCH at the ground-breaking ceremonies are led by Mr. Shaw in front of small scale fake front replica put up on the site.



SYMBOLIC SHOVELFULS of dirt spill onto slow-moving truck as each member of congregation lends a hand to get Burns Memorial Church started.

DISCOVERED! New joy of eating for health-loving American families!



NEW Enriched NUCOA **is digestible even for babies***

Enriched for the richer glow of health.
Made with doubly-pasteurized skim milk
and extra-light vegetable oils—
so easy to digest!

Here's new joy of eating that embraces all
your loved ones—*for New enriched Nucoa
is good even for baby's first spread. Even
more digestible than wholesome toast!

Richer in milk-minerals, too, than the most
expensive spread! Everything that goes into
New Nucoa margarine is good for you!

Nucoa—rich in 2 vitamins your child must get!

Even Nucoa's golden color comes from car-
rots to give your child Vitamin A. Essential
to good vision, glowing health! He gets
Vitamin D, too. Just 2 ounces of enriched
Nucoa gives 62% of his daily need for
Vitamins A and D!

Made and shipped fresh every day!

Not one pound of Nucoa is ever kept in cold
storage. Fresh-made Nucoa is smooth and
luscious on bread—heavenly in your cooking
and baking. Discover New enriched Nucoa
for yourself!

NEW ENRICHED NUCOA®—so good it's digestible even for babies!



"Up-Side-Down"



**3.5 cubic feet of frozen storage,
plus a full family-size refrigerator
with giant food storage space.**

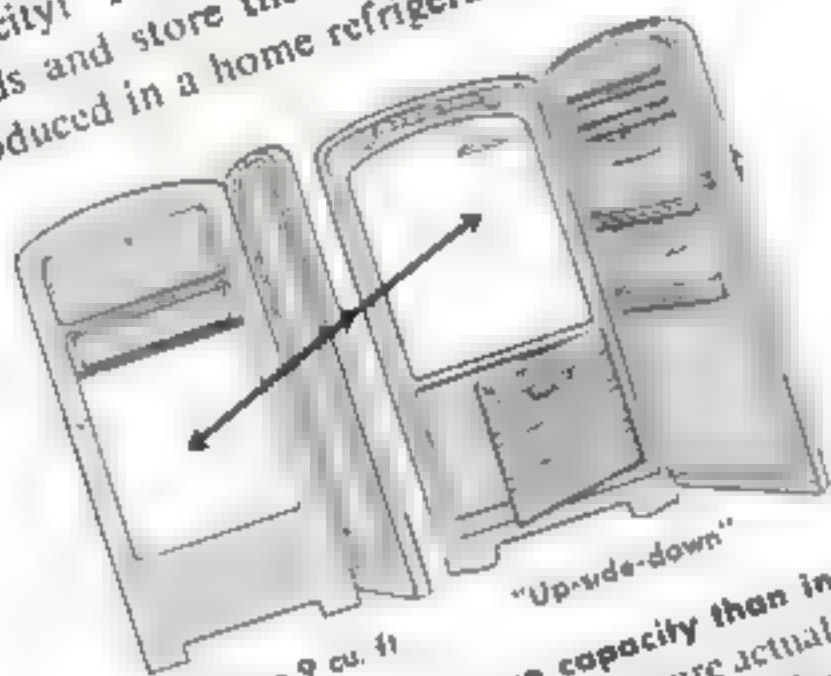


Refrigerator!

Now — makers of famous Dual-Temp give you full family-size home freezer and refrigerator — *All in One!* Never needs defrosting!

Up-side-down! Absolutely—the freezer's at the bottom—the refrigerator's above it. And the whole handsome combination takes no more kitchen space than a standard refrigerator.

So here you have it, at last—a refrigerator with the larger built-in home freezer that modern living demands. Over 120 lbs. capacity! Two convenient freezing shelves that can sharp-freeze foods and store them at 52° below freezing—coldest cold ever produced in a home refrigerator unit.



Regular 9 cu. ft.
UP TOP—more storage capacity than in regular 9 cu. ft. refrigerator. Compare actual food-storage space of this new kind of refrigerator with any regular refrigerator. It's big! And it's all in easy-reach position—no bending or stooping.

Up top—a separately controlled, full-size, humid-cold Admiral Refrigerator. Never needs defrosting! Gives you all the famous Admiral advantages, and new ones, too. Easy-reach position, for stoop to reach anything and everything. You never have to bend or and many, many other work-saving, food-saving features you'll love when you see them, at your Admiral Dealer's.

Admiral Refrigerators start as low as \$179⁹⁵



AT THE BOTTOM—giant freezer holds 2 3/4 bushels of frozen food. Freezes food at 20° below zero—52° below freezing. It's the coldest cold of any refrigerator-freezer. Just right for safe quick freezing. Zero can be dialed for regular frozen food storage.

TWO TEMPERATURE CONTROLS provide individual setting for ideal temperatures under all conditions—one for the Sub-Zero Freezer, one for the Humid Cold Compartment. Easy to reach, easy to read.

TWO ROLL OUT SHELVES put hard-to-reach food at your fingertips. Easily cleaned, rust resistant, and designed so even odd-shaped, narrow bottles won't tip.

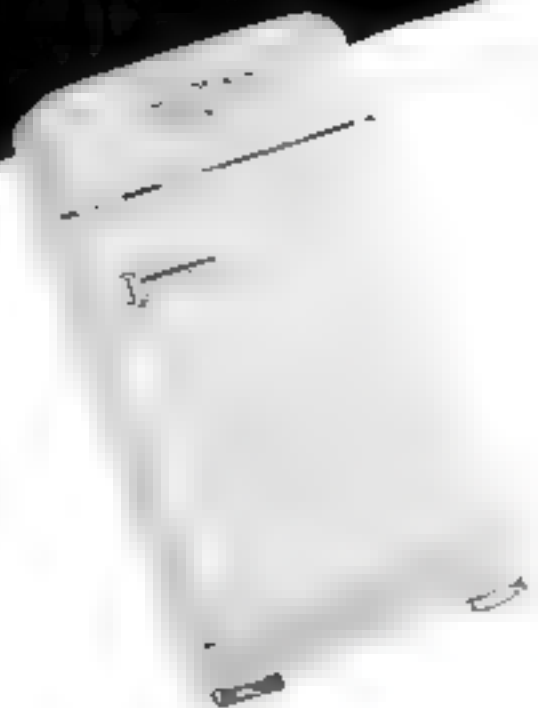
SPECIAL ULTRA-VIOLET LAMP in the humid cold compartment aids food preservation. Helps purify the air, retards growth of mold and bacteria, combats transfer of strong odor and flavors.

Admiral

NEVER NEEDS DEFROSTING!

Admiral's exclusive Humi-Plate completely eliminates need for defrosting, controls temperature and humidity automatically. That disagreeable, messy defrosting chore is gone forever

when this new kind of refrigerator is in your kitchen. Not even a drip tray! All excess moisture is evaporated. See this and all the other ways you are made shorter, easier, happier by the new Admiral Up-Side-Down



"Golden Flavor"

makes Milwaukee's finest beer even finer!

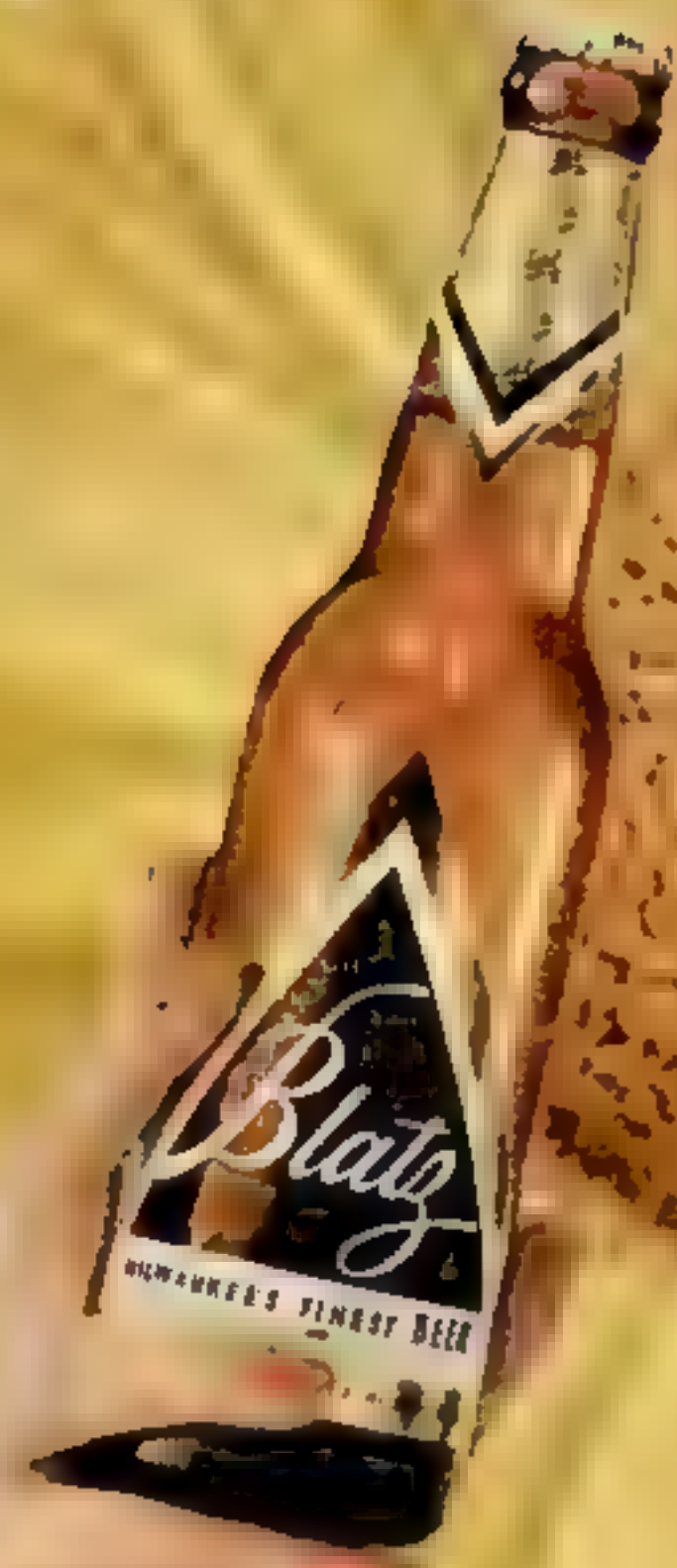
MILWAUKEE

Blatz Beer

Brewed in Milwaukee!

First in Milwaukee!

Finest in Milwaukee!



"C
th
de
de

Refrigerator!

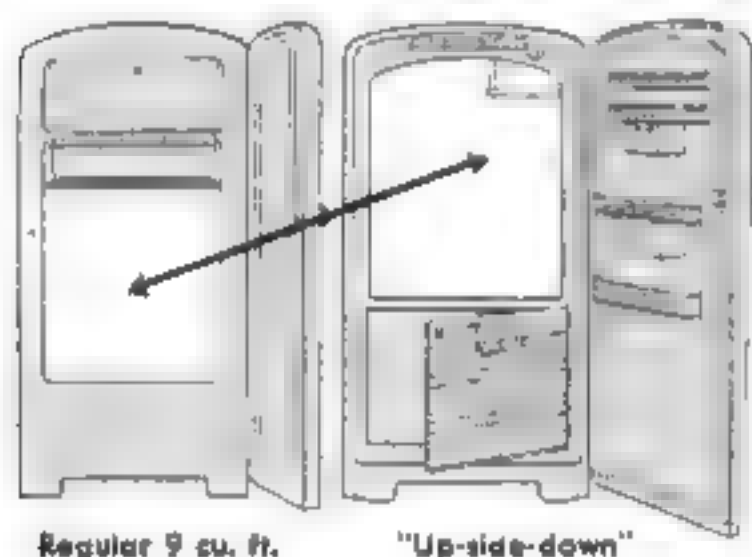
*Now — makers of famous Dual-Temp give you
full family-size home freezer and refrigerator —
All in One! Never needs defrosting!*

Up-side-down! Absolutely—the freezer's at the bottom—the refrigerator's above it. And the whole handsome combination takes no more kitchen space than a standard refrigerator.

So here you have it, at last—a refrigerator with the larger built-in home freezer that modern living demands. Over 120 lbs. capacity! Two convenient freezing shelves that can sharp-freeze foods and store them at 52° below freezing—coldest cold ever produced in a home refrigerator unit.

Up top—a separately controlled, full-size, humid-cold Admiral Refrigerator. Never needs defrosting! Gives you all the famous Admiral advantages, and new ones, too. Easy-reach position, for instance, starts at table-level height. You never have to bend or stoop to reach anything and everything. Removable door shelves, and many, many other work-saving, food-saving features you'll love when you see them, at your Admiral Dealer's.

Admiral Refrigerators start as low as \$179⁹⁵



Regular 9 cu. ft.

"Up-side-down"

UP TOP—more storage capacity than in regular 9 cu. ft. refrigerator. Compare actual food-storage space of this new kind of refrigerator with any regular refrigerator. It's big! And it's all in easy-reach position—no bending or stooping.



AT THE BOTTOM—giant freezer holds 2½ bushels of frozen food. Freezes food at 20° below zero—52° below freezing. It's the coldest cold of any refrigerator-freezer. Just right for safe quick freezing. Zero can be dialed for regular frozen food storage.

TWO TEMPERATURE CONTROLS provide individual setting for ideal temperatures under all conditions—one for the Sub-Zero Freezer, one for the Humid Cold Compartment. Easy to reach, easy to read.

TWO ROLL OUT SHELVES put hard-to-reach food at your fingertips. Easily cleaned, rust resistant, and designed so even odd-shaped, narrow bottles won't tip.

SPECIAL ULTRA-VIOLET LAMP in the humid-cold compartment aids food preservation. Helps purify the air, retards growth of mold and bacteria, combats transfer of strong food odor and flavors.

Admiral

NEVER NEEDS DEFROSTING!

Admiral's exclusive Humi-Plate completely eliminates need for defrosting, controls temperature and humidity automatically. That disagreeable, messy defrosting chore is gone forever

when this new kind of refrigerator comes into your kitchen. Not even a drip tray to empty as all excess moisture is evaporated automatically. See this and all the other ways your kitchen hours are made shorter, easier, happier by the thrilling new Admiral Up-Side-Down Refrigerator.



"Golden Flavor"

makes Milwaukee's finest beer even finer!

MILWAUKEE

Blatz Beer

Brewed in Milwaukee!

First in Milwaukee!

Finest in Milwaukee!



and be sure
to try Blatz

"Continental Special"
the "Gourmet's beer"
dark...distinctive...
delicious!





GLOOMY IMOGENE mulls her "tramp" number in corner of rehearsal hall. Always a perfectionist, she lingers long over her last performance even though she had done the same character on *Your Show of Shows* 15 times.

MOODY SID chews his cigar while waiting in his dressing room during rehearsal of final show. Although he had appeared in a Broadway review, most of his theatrical experiences were with a single television show.

LAST TIME TOGETHER FOR A GREAT PAIR

Caesar and Coca now go their separate TV ways

When rehearsals began about noon on the Saturday of their last show, Imogene snuffled every 10 minutes and wept in the arms of the obitimers, dance and music directors and chorus girls. Sid said he felt numb and morosely chewed his cigar. The show's creator, Max Liebman, began a farewell speech, gave up and said, "To hell with it." That night Imogene Coca and Sid Caesar wound up the 160th performance of NBC's *Your Show of Shows* and, with it, an illustrious and hilarious collaboration.

Since it began five years ago, when it was briefly known as *The Admiral Remy*, the Liebman show has been a TV trail blazer. But though it was always bright with new song and dance acts, it was brighter when the seemingly mismatched team of raucous Caesar and wistful Coca were on together. They ranged all over the lot, spoofing movies, kidding social high life, living through marital squabbles, taking time out to do brilliant solo bits. Parting now, sadly but amicably, to pursue their careers as solo comics, Caesar and Coca are booked for separate fall shows while Producer Liebman, also going his own way, will create big new TV color revues.

CONTINUED ON NEXT PAGE



make your money do **2** jobs



\$5.00 a week gives you both **SAVINGS** and **INSURANCE**

For \$5* a week with United's 20-20 Plan you get

- \$6580 life protection for the first 20 years,
- \$5200 full cash refund at the end of 20 years, or
- \$7962 increased family protection for life, or
- \$6001 cash fund available at age 65, or
- \$6580 continued family protection (original amount) for life plus \$899.17 cash refund after 20th year.

*Based on insured's age of 31.

United
OF OMAHA

UNITED BENEFIT LIFE INSURANCE COMPANY
A Billion Dollar Life Insurance Company
Home Office: Omaha, Nebr. • Canadian Office:
Toronto • Service offices throughout the United
States, Canada and Hawaii.

A COLD, FOAMY SODA — pure heaven when you're very warm, very thirsty, and *very young*. And these twins certainly know how to make their soda money do **TWO** jobs.

Make your money do two jobs, too. Five dollars a week can take care of your budget twins — savings and insurance — when you have a United of Omaha 20-20 Plan.

It's **PROTECTION YOU CAN BANK ON!** Yes, protection you can bank on, because you save for the future and have life insurance, *too!* At the end of twenty years you get a cash refund — \$260 a year for 20 years is \$5200. That's your refund, \$5200. Meanwhile your family has enjoyed the security of 20 years of insurance protection.

Chances are, your needs will change over the years. But this plan is flexible enough to keep up with these changes.

You can do any one of these things with your deposits

1. Take \$5200 Cash Savings.
2. Let your money grow until you're 65 or older — then collect considerably more money than the sum of your original deposits
3. Divide your money. Take part in cash ... the rest in paid-up life insurance.

If you are between 1 and 55 and in good health — if you can save \$2, \$5, \$10 or more a week — United of Omaha has a 20-20 Plan to meet your needs. Get full information from United of Omaha ... a Billion Dollar Company. Mail this coupon **TODAY!** It may be your first step toward financial security!

(Dept. L-654)

UNITED OF OMAHA
UNITED BENEFIT LIFE INSURANCE COMPANY
Omaha, Nebraska

I can save ☐ \$2 wk. ☐ \$3 wk. ☐ \$5 wk. ☐ \$10 wk. and want to know what this will buy for me under your 20-20 Plan. Please give me full particulars. No obligation whatsoever.

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____

MAIL COUPON TODAY

Last Time Together CONTINUED

LAST REPEAT FOR OLD FAVORITE



FAMOUS SKIT, probably the best in the Caesar-Coca repertory, was repeated on last show. Parody of old movies, it cast Carl Reiner (*right*) as a sweatshop boss, Coca as consumptive heroine, Sid as her fidgety sweetheart.

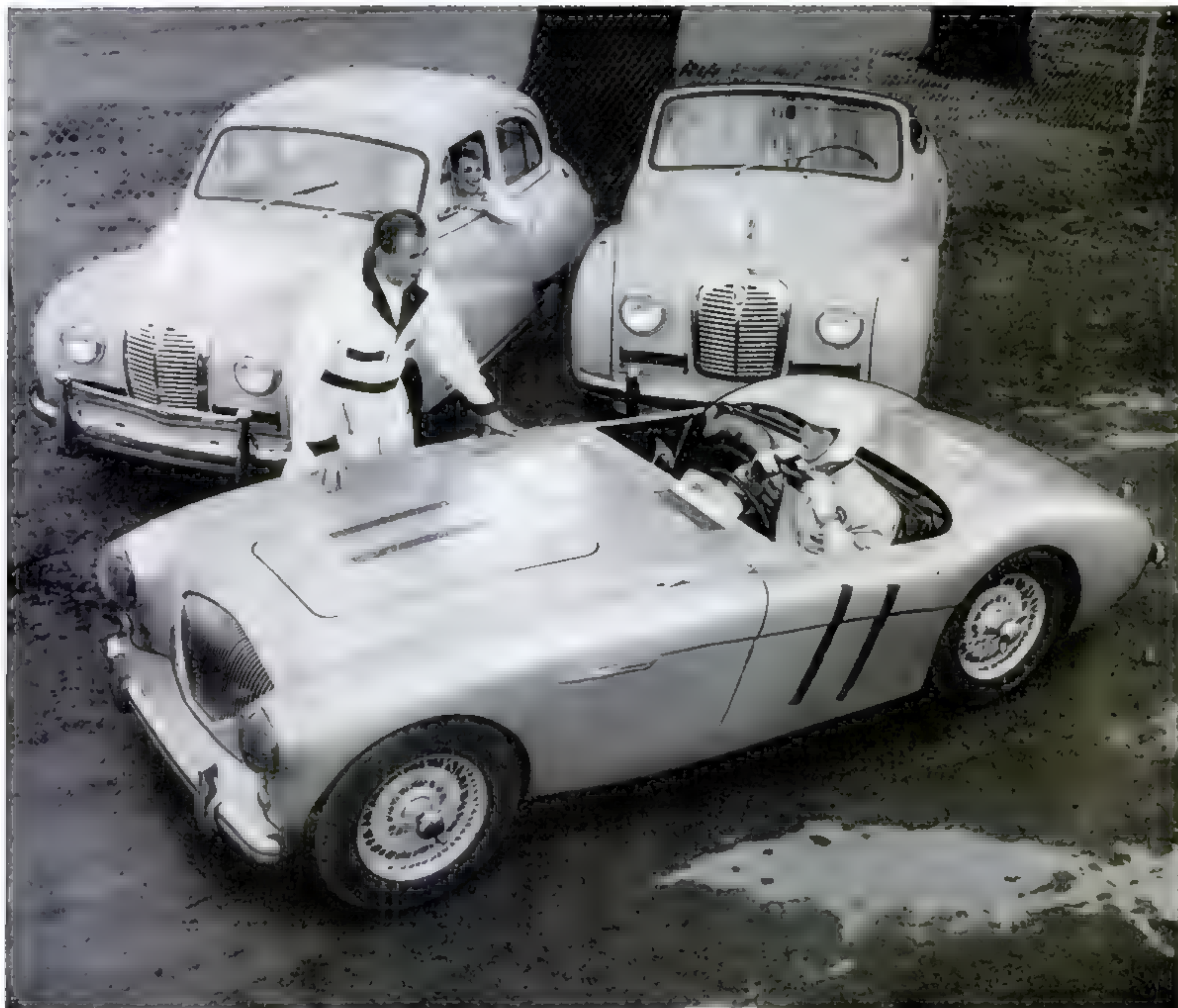


OVERWORKED heroine faints on the floor of sweatshop much to consternation of her fellow workers. The boss, whose intentions seem leeringly evil, carries her to his private office. There her poor life slowly ebbs away.



GOING TO HEAVEN as an angel, heroine soars from set as hero bows his head in grief and villainous boss crumples conscience-stricken. The hero sobbed as spirit flew off on black-and-tackle wires wearing big pink wings.

CONTINUED ON PAGE 11



JACKIE COOPER, STAR OF "KING OF HEARTS," IS SHOWN AT THE WHEEL OF THE 110-M.P.H. AUSTIN-HEALEY. IN BACKGROUND, THE AUSTIN SOMERSET SEDAN AND CONVERTIBLE.

Austin's Startling Offer

35 MILES PER GALLON—OR 110 MILES PER HOUR PLUS

The two Austin Somersets in the background of our picture are about as *different* from the Austin-Healey in the foreground as they can possibly be. For the two Austin Somersets are probably the world's most *practical* automobiles—while the dazzling Austin-Healey is unquestionably the most exciting.

The 110-m.p.h.-plus Austin-Healey is a thrilling *competition sports car* which has already placed first in its class this year at Sebring, Andrews Air Force Base, and Westhampton races. At \$2985* it is a fantastic bargain, because the price *includes* extra-cost features like heater and defrosters, overdrive, twin carburetors, tachometer, disappearing all-weather

top, tonneau cover, leather upholstered bucket seats, and wire wheels!

If you need a family car, on the other hand, the Somerset Sedan at \$1695* or the Convertible at \$1890* will actually cut your car operating costs in *half*! Both carry five six-foot adults in comfort, go up to 35 miles on a gallon, cruise smoothly at sixty-five

Their price *includes* dual electric windshield wipers, direction signals, color-harmonized upholstery (it needs no seat covers), and Austin's famous interior jacking system.

Incidentally, the lively 1954 Austin is more *fun* to drive than a family car has any right to be. With four

speeds forward, it handles like a sports car, turns on a sixpence—and parks where bigger cars can't.

What about service? More than 1,000 Austin dealers from coast to coast in North America are ready to service the 90,000 Austins now in daily use here. More than \$8,000,000 worth of spare parts in five major depots insure overnight parts replacement almost everywhere.

For information on all Austin models, and complete details of Austin's world-wide deliveries, see your nearest Austin dealer or write to AUSTIN MOTOR COMPANY, 27-29 W. 57th Street, New York, N. Y.

*F.O.B. coastal ports of entry.

A NEW "INVISIBLE" CREAM THAT COMPLETELY PREVENTS SUNBURN

as no suntan oil or lotion can!

Contains science's most powerful sun screen . . .
shuts out all the sun's burning rays . . .
specially developed by dermatologists

Now . . . Stop painful, ugly "spot burning"!



No need to look like a lady from Mars

Protect nose, lips, shoulders, other "tender skin" areas—without using disfiguring nose shades, white ointments!

If your nose turns poppy red again and again—if your lips tend to blister painfully, or nose, shoulders and backs of knees red-burn even through a tan, Skolex is for you. A thin "invisible" film on "tender skin" areas lets you stay in the sun for hours—without experiencing the slightest burning or reddening!

Now . . . Spend all day in the sun!

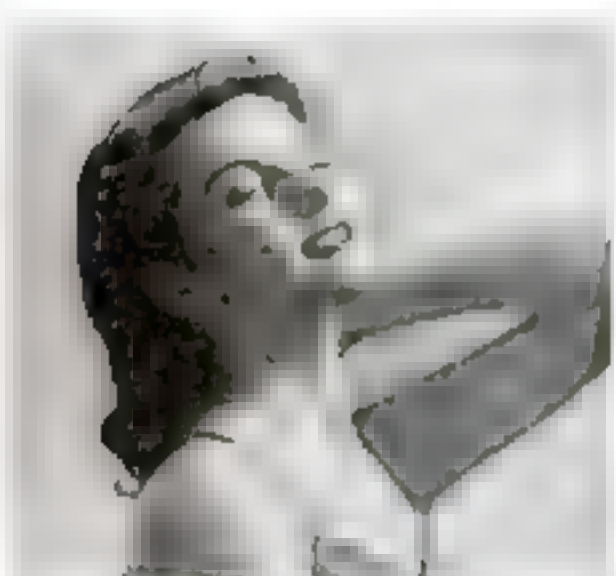


No danger of glare burn

Go golfing, fishing, or on boating trips without fear of overexposure!

Even though your skin is winter-white—you can face your first sail, your first fishing trip of the season, without any fear of burning or blistering. Skolex contains the most powerful sun screen known to science—keeps your skin out of the sun, completely protected from the direct burning rays or the reflected glare of sun on water. Skolex is greaseless, odorless, "disappears" from your skin without leaving a visible trace.

Now . . . Heliophobes—go out in the sun!



New freedom for sun allergy sufferers

For those whose skin can't take the sun, absolute protection against painful burning, rashes, blisters, due to sun allergies.

Skolex has brought new freedom to people who are allergic to the sun. Now for the first time, millions of sun allergy sufferers can enjoy outdoor fun, without fear of the misery that would ordinarily follow such exposure. Hundreds of leading dermatologists throughout the country have recommended Skolex to their patients.

For years, scientists have searched for a way to completely prevent sunburn. Skolex is the result of that search—the only preparation of its kind that assures you of complete safety from painful sunburn. Ask your druggist for Skolex Sun Allergy Cream today. (For a glorious tan—use Skol Santan Lotion.)

Last Time Together CONTINUED



SOAKY SATIRE on British gentility was presented in another repeat skit. Howard Morris, Caesar, Coca, Reiner, preserve manners under leaking roof.

CONTINUED ON PAGE 16

NOW!

POPULAR-PRICED, POCKET-SIZE PICTURE-IN-A-MINUTE CAMERA

New Polaroid HIGHLANDER Camera is thrifty . . . easy to use . . . light and compact . . . delivers beautiful, finished, lasting pictures in 60 seconds. This is the camera you've waited for!



You'll See and Enjoy your pictures the minute you take them . . . not days later. There'll be no disappointments! If you're not pleased, you can shoot again while you still have the chance.

Meet a brand new Polaroid Camera: The Highlander. Now, at much less cost than ever before, you can join the hundreds of thousands of owners who are already enjoying photography's greatest thrill — lifting a dry, finished picture right out of the camera, 60 seconds after you snap the shutter. Here are the facts:

LOW PICTURE COST

Your made-while-you-wait Highlander pictures will cost even less than ordinary snapshots! The new lower-priced film is all you buy. No chemicals to add, ever. And you

don't have to expose a whole roll, wastefully, to get one or two pictures . . . you get every print as you snap it. You don't take extra shots for fear your first won't come out.

AMAZINGLY EASY TO USE

Never before has it been so easy to get truly fine pictures. Just drop in the film, and the Highlander is loaded. No threading, no little red windows, no winding. Twist one dial, and the correct lens and shutter combination is automatically selected. No complicated "f" stops. And a new viewfinder frames picture exactly—comfortable even if you wear glasses.

LASTING PICTURES

. . . from a brand new kind of 60-second film. It will give you the best pictures you've ever taken—each one backed by Polaroid's famous Guarantee: if you're ever dissatisfied with the results from any roll, send the prints to Polaroid and receive a new roll free!

PICTURES ARE TOP QUALITY

You get big, 2½" x 3½" prints . . . the popular wallet-size. And they'll be beauties . . . sharper, crisper, on a new film five years in the making. Beginner? You'll advance fast for you'll see, on the spot, every chance for improvement. Professional? Now your darkroom moves outdoors. You'll crop and compose with just a quick retake. You'll know when you've caught those fleeting expressions. No more "darkroom widows"!

NOW THERE ARE THREE POLAROID CAMERAS

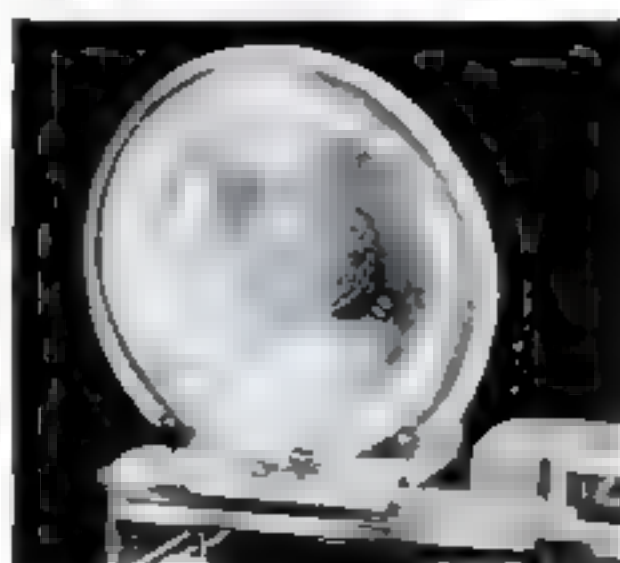
The new, low cost Highlander, at \$69.95 (as low as \$7 down), is but one of three fine Polaroid Land Cameras (named for Dr. Edwin H. Land, the inventor). Ask about their unequalled features at your photo store.



Pocket Size. Here's a camera so compact it will slip into your pocket. Yet so versatile it takes landscapes, close-ups, portraits or sport scenes—without a single extra gadget. And it's light! The perfect camera for women, too!



Copies and Enlargements are easy to get. They're made directly from your prints quickly, inexpensively, by Polaroid's exclusive process. Jumbo copies (3½" x 4½") or "same size" prints; your choice at same low price.



Flash Pictures? Now really easy. Flashgun clips on camera; no wires to plug in. Built-in exposure-guide figures your settings for you automatically. All accessories are low priced, beautifully styled, and easy to use.

Try it yourself — FREE — At any photo store
— And ask about FREE HOME TRIAL PLAN

Polaroid[®] Land Cameras

Polaroid Corp., Cambridge 39, Mass.

FASHION-WISE...IT'S

Genuine

Footlets

and Fancy Free



Footlets are available
for every style shoe

You'll dance your way through your busiest day with the protection of these delightfully feminine foot coverings. Danceable nights are yours in girdle-free comfort when you enjoy the bare-legged style with the smart protection of *Footlets*—the foot socks which never slip, never rub and are so economical.

Remember, too, there's a *Footlet* for every style of shoe so that at all times regardless of occasion your feet may enjoy the cool cool comfort and protection of these molded-to-the-skin foot socks. Ask for *Footlets* by name at better stores everywhere.

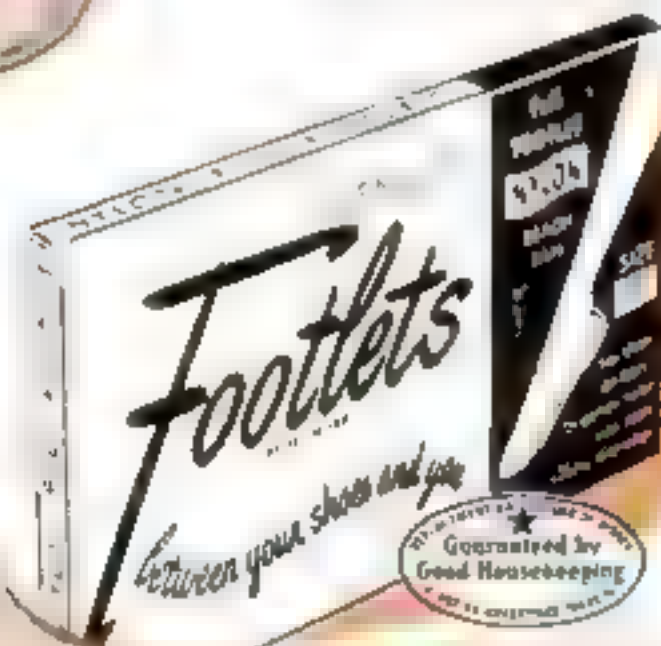
J. W. LANDENBERGER & COMPANY

Center Ave. at Kensington, Phila. 24, Pa.

SALES OFFICES:

385 Fifth Ave., New York 16, N. Y.

4357 East Florence, Bell, Calif.



NEW—available
in Helanca® and
other patented stay-up
shoes

Last Time Together CONTINUED



WEEPY at the
call, Imogene
cast for the last
had been afraid
would break down
the finale, but she
aged to say a few
of thanks to the vi-
ence, her voice had



PATERNAL Producer
Larman puts Imogene's
head and says goodby in
dressing room after show.
She first worked for him in
late '30s at summer play
house and, despite associ-
ates' skepticism, he made
her a star on television.



DEPRESSED Sid, who
once worked in a band,
plays borrowed sax at big
party given for the entire
cast and crew. "I'm excit-
ed about my new show,"
Caesar stated with some
mixed emotions. "but I
hate to see this one stop"

This pig-tailed young lady is a small neighbor friend of Norman Rockwell up in Arlington, Vermont.

Mr. Rockwell has painted her many times before, but never eating Kellogg's Corn Flakes.

She eats them all the time, however, and this is how she looks. She likes them, as you can plainly see. So does Mr. Rockwell. So do most people.

These are the friendly flakes that get a real hold on your appetite.

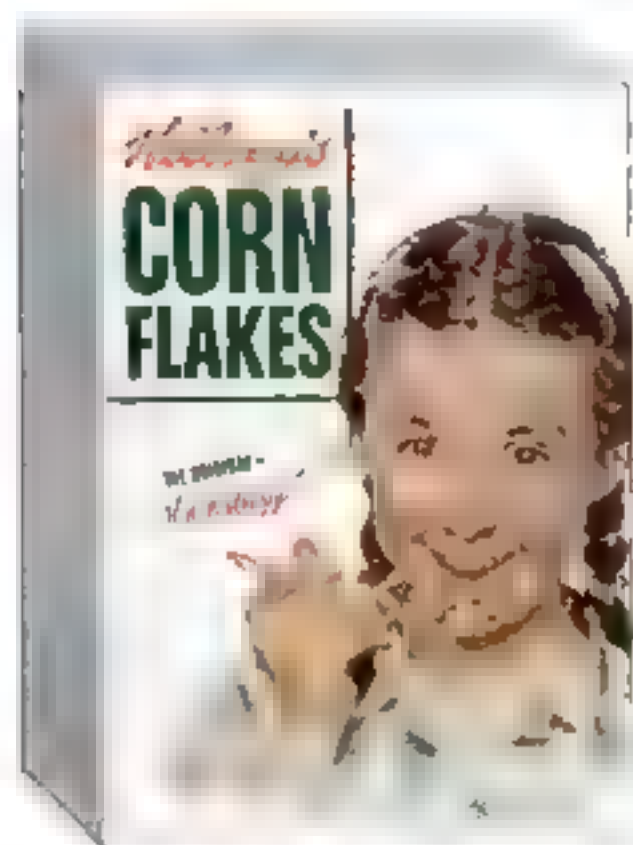
Small moppets have been stowing them away and spilling a few in their bathrobe pockets for over 50 years. They're the cereal that's most often

back of father's newspaper . . .

the cereal mother likes, too,

when she has time to eat . . . the cereal that millions have grown up with and never said goodbye to.

The problem, of course, is that people are always running out of Kellogg's Corn Flakes—and that's a very good way to make someone cross at breakfast. How is it with you? Need another package?



Now on Kellogg's Corn Flakes packages—four Kellogg's Kids by Norman Rockwell. Pick your favorite; win cash prizes (\$2,500 first prize). Details on packages.





A SILVER-BELLIED PRIZE leaps from the bow of Beraventure
Rayon Quisenberry and in the bow of the boat is Benl

Joyce at the center position. After an 18-minute fight,
Randy J. Smith, St. Louis, has won the 22-pounder.



SALMON-FLY TIER J. C. Arseneault of Atholville, the best tier in New Brunswick, displays some of the time-tested concoctions of barbed hooks, animal hair, feathers.

THE SILVER LEAPER

**Atlantic salmon
is the greatest challenge
in northern streams**

A 20-pound Atlantic salmon, securely hooked and twisting double as he leaps six feet out of the water, is a sight to make a millionaire drool. Hordes of sport fishermen dream about watching this most exclusive and acrobatic of fish perform at close range and hearing the high whine of the reel as the salmon makes a run. But very few anglers besides the very rich can afford the luxury of going after the spirited "silver leaper."

At one time salmon were plentiful in rivers as far south as the Connecticut. But over the years civilization has driven them north, leaving the only good fishing in Quebec, New Brunswick and Newfoundland. Even there the commercial fishermen take a heavy toll with nets near the mouths of rivers as the salmon, after a year or more on the bottom of the North Atlantic, come back to spawn.

Once up the river they are safe from all civilized enemies except anglers, who lease fishing rights for as much as \$8,000 a year for an eight-mile stretch. Drawing on energy built up during his stay at sea, the powerful salmon, weighing up to 59 pounds, outswims the swiftest currents, jumps falls as high as 14 feet. He does not feed going upstream but is so charged with energy that he can be induced to take a fly out of sheer restlessness. When that happens the result is so spectacular that the privileged few who own the fishing rights guard them more jealously than a sultan guards his harem.

MORTAL ENEMIES of salmon are commercial fishermen who fix their nets in sea, trap schools as they head for streams to spawn. These men are Newfoundlanders.



IN A CLASSIC BATTLE in Newfoundland's Western Brook, Lee Wulff uses slender 6-foot, 1½-ounce split bamboo rod to catch a leaping 23 pound silver salmon.



Newfoundland is last frontier of the salmon

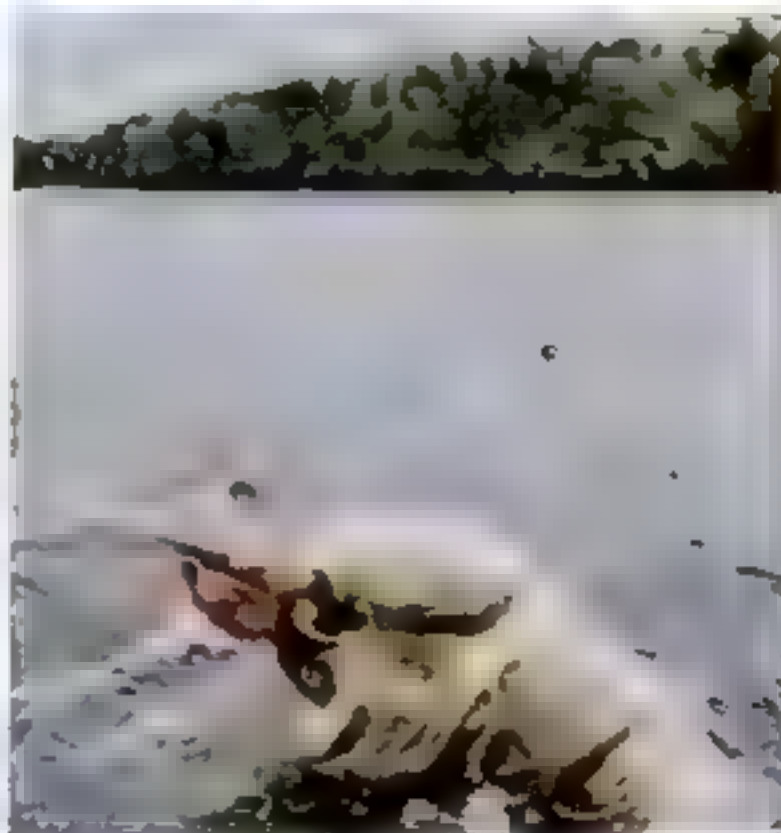
The most inaccessible haunts of the Atlantic salmon are Newfoundland's chilly, shallow rivers. Until recently they were beyond the reach of all but a few hardy natives. The airplane and the adventuresome spirit of Lee Wulff, a professional U.S. sportsman (*above*), changed all this. Wulff pioneered salmon fishing in Newfoundland, opening a camp on Portland Creek and flying parties up in his own plane.

The lure that brought Wulff to this last outpost of the salmon was the ruggedness of the fishing. Spurning the long boats used in



TAKING OFF from Western Gorge Lake, Wulff risks downdrafts and 2,300-foot cliffs. Splendid catches in virgin salmon country make these chances worth taking.

FIRST AFFAIR with a salmon finds New York manufacturer John Iskyan debarking, falling in, reeling in, then laughing good-naturedly as the salmon slips free.

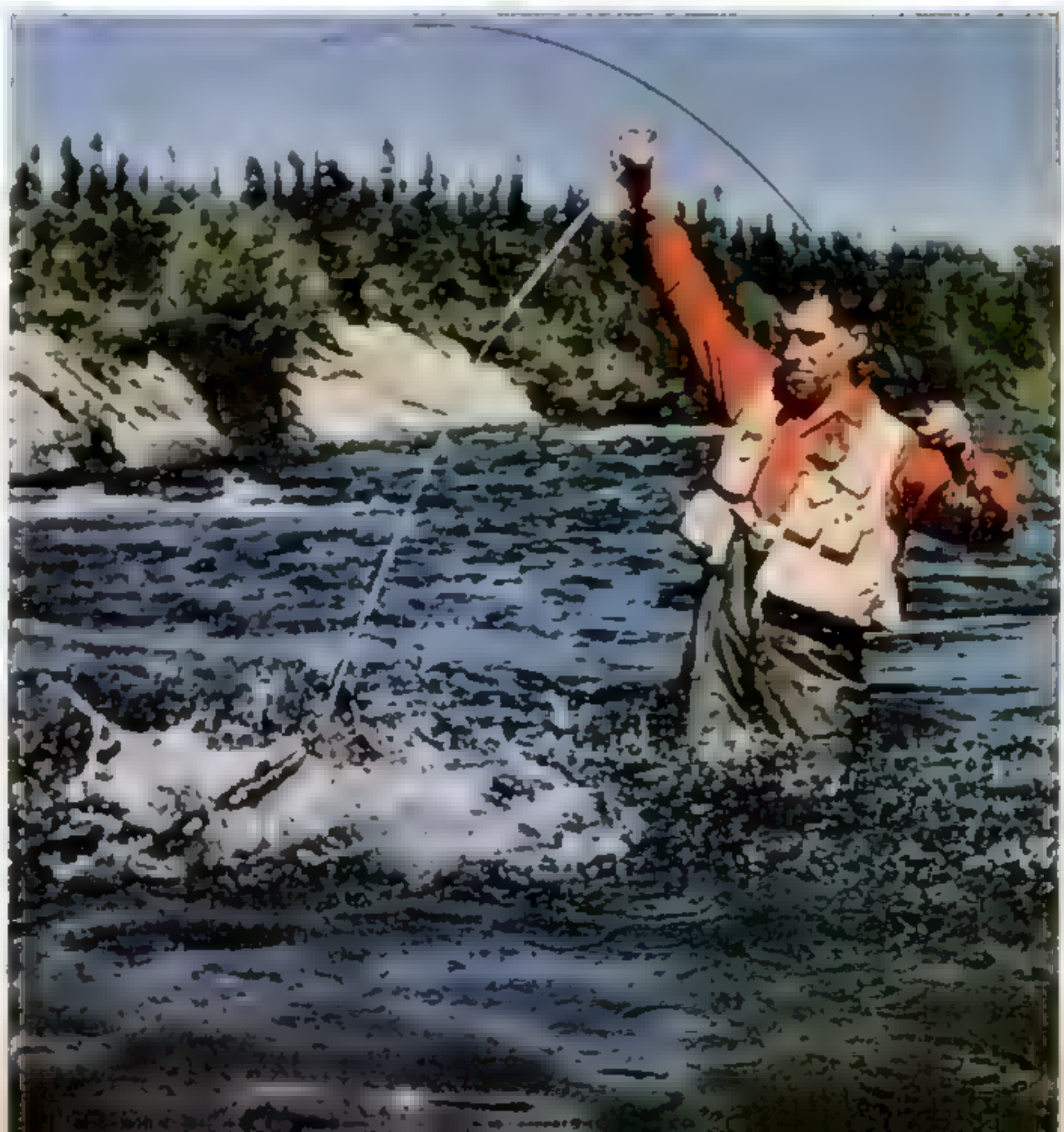




the bigger and deeper streams in New Brunswick (next page) he pulls on chest-high waders, pursues the fish on foot. Wulff believes too many people who fish for Atlantic salmon think like people. "The trick," he says, "is to think like the fish does." He prides himself on knowing just what sort of hole a salmon likes and just what sort of fly the fish is susceptible to that day. Once Wulff hooks a salmon he plays him with an expert's touch as he leaps and runs. And he has a special gadget for landing the fish when the fight is over (right)



LANDING SALMON, Wulff uses "lauer," metal loop which is placed around fish's tail, sprung tight.





"\$1 MILLION POOL" on Restigouche got its name because it is fished by millionaires—and then only one at a time. Each member of club goes out with two guides.

WASHING SALMON with nose. Restigouche caretaker gets them ready for crating. In Newfoundland (right) it is hard to get fish out, so they are well brined, then smoked.



SILVER LEAPER CONTINUED



SALMON FOR FRIENDS at home are packed in crates of spruce cut in lodge's own sawmill. One box went to ex-President Hoover.

Millionaires fish in style on the Restigouche

The world's wealthiest and most exclusive fishing club is the Restigouche Salmon Club, whose 20 members spend \$100,000 a year to assure a month's good living and good fishing. Their main clubhouse in the backwoods of Quebec and the four outlying lodges are fully staffed with cooks and caretakers. A corps of 48 guides assist members as they pursue the salmon on the heavily guarded 25 miles of the Restigouche to which they hold exclusive fishing rights. By summer's end Restigouche members—they include Hosiery Manufacturer James Hanes, Oilman Walter Teagle, Industrialist John Olin—will have taken some 1,500 salmon. Even though the sport costs some of them \$300 a day, they feel it is a bargain.





THE "SMALL" LODGE. Just a couple of decades ago, only a few sets of tracks could be seen here, looking

over the Restigouche River. Here a man and a paddler, upstream by canoe, can try his luck at another pool.

CONTINUED ON NEXT PAGE



ON A FOG-SHROUDED POOL, early morning Rest-couche angler works his fly. The guide stands behind him, steadies the

canoe and watches closely for the first rise of the salmon. One of the best times of all to take a salmon is just as the fog lifts



...and it's all yours at no premium in price!

You'll change your ideas about what your tire dollar can buy, once you see the U. S. Royal 8. Because, in this totally new tire, you get all these extra advantages, all this extra tire performance—without investing *one extra penny!*

You pay *nothing extra* for the longer, lower, sleeker appearance the new U. S. Royal 8 gives your car—old or new. *Nothing extra* for this tire's road-leveling comfort, whisper-silent ride, finger-touch steering ease. *Nothing extra* for its greater blowout and puncture protection—money-saving bonus mileage and far longer life.

If you want a great deal *more* than your money's worth next time you need tires, just compare the U. S. Royal 8 with any competitive tire. You'll find that *never before* could you get value *anything like* what this totally new tire delivers!

the totally new tire...

U.S. Royal



UNITED STATES
RUBBER COMPANY

In Canada: Dominion Rubber Company, Ltd.

1. totally new Choice!
TUBE or TUBELESS. The first and only tire engineered to give equally advanced performance as a tubeless tire as well as a tire and tube combination. You have your choice of either type.

2. totally new Ride!
LESS BOUNCE and JOUNCE. Actually "envelops" ridges, ruts and road seams—"soaks up" bumps and chuck holes.

3. totally new Steering!
EASIER HANDLING and CONTROL. New-design ribs respond *instantly* to your touch on the steering wheel! You control your car *easier!*

4. totally new Mileage!
UP TO 250 EXTRA MILES per 1,000. Widest rib is in the center, where most wear comes. Tread is *flatter*, puts *more rubber* on the road.

5. totally new Safety
AGAINST BLOWOUTS, PUNCTURES. Built tougher with *compact* tread—greater blowout and puncture protection.

6. totally new Silence!
SQUEAL and HUM are HUSHED. Exclusive tread pattern smothers squeal, hushes hum.

7. totally new Styling!
LONGER, LOWER LOOK. *Slim* white sidewalls. No outdated shoulder buttresses. Graceful star-point design.

8. totally new Value!
NO PREMIUM IN PRICE
Costs no more to buy
—wears more slowly
—lasts much longer!

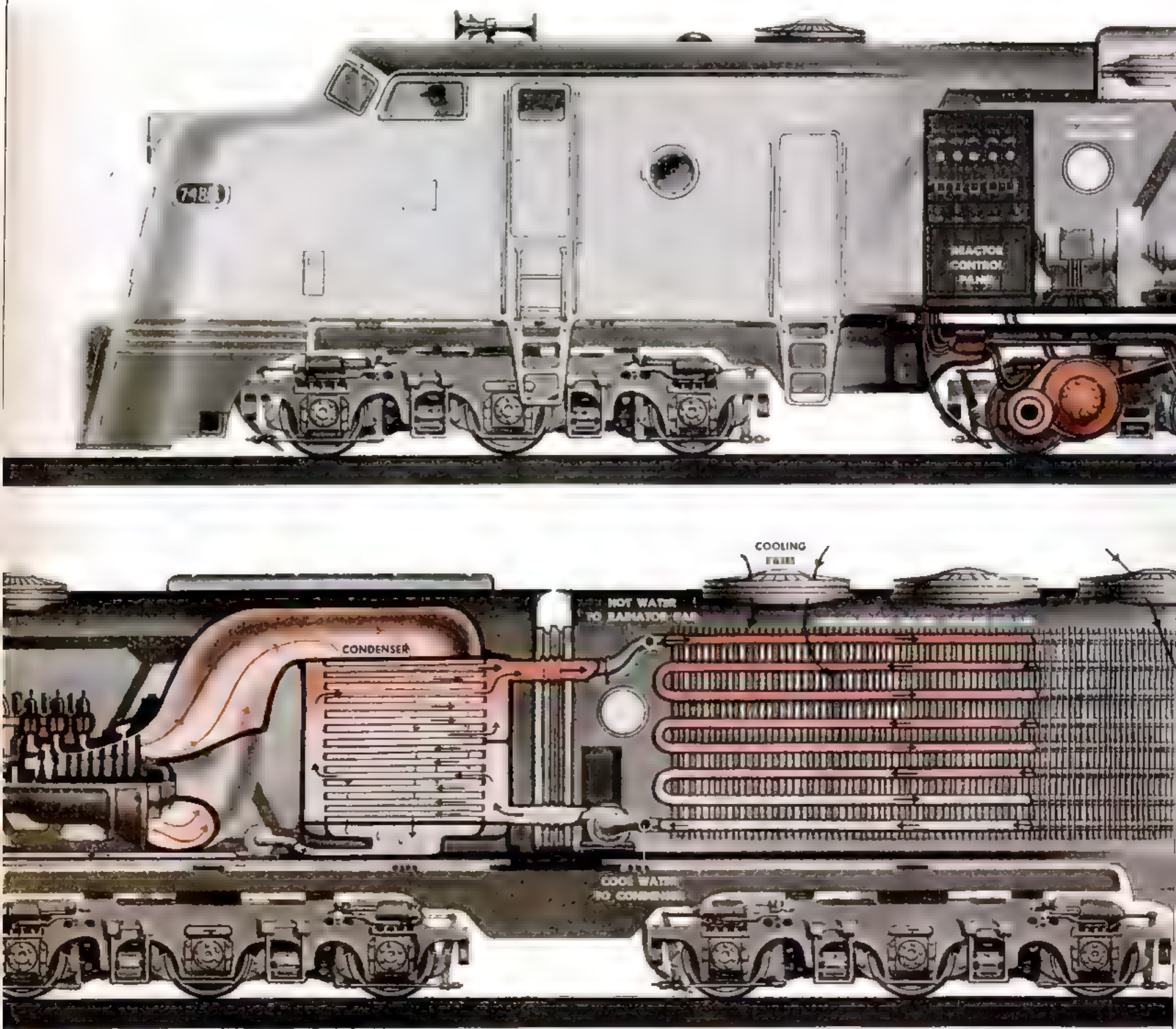
THE ATOMIC LOCOMOTIVE

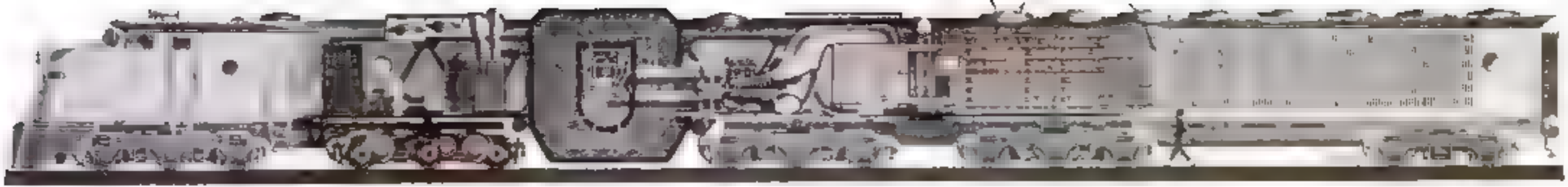
A physics professor's practical dream, the massive X-12 could run for months on a charge of U-235

Ordinary locomotives traversing the U.S. must either follow expensive power lines or make regular stops to take on coal or oil. But the atomic locomotive shown here could easily travel twice around the world without refueling once. Called the X-12, and still a designer's dream, it was worked out by Dr. Lyle Borst and his physics students at the University of Utah after consulting the Association of American Railroads and a dozen different companies. Its components are revealed in the cutaway drawing below, shown full length in single strip at right. As big as the

largest steam engine, the two-sectioned X-12 would be 160 feet long, would be powered by a steam-generating atomic reactor in a 200-ton shield to contain its intense radiation. The whole engine would weigh a massive 360 tons, and its wheels would be driven by electric motors.

The reactor itself, designed by Babcock & Wilcox Co., consists of a cylindrical tank three feet in diameter and a foot long, filled with a solution of fissionable U-235 (red). As the control rods are withdrawn, chain reaction in the uranium heats the solution to 460° F. Water piped into

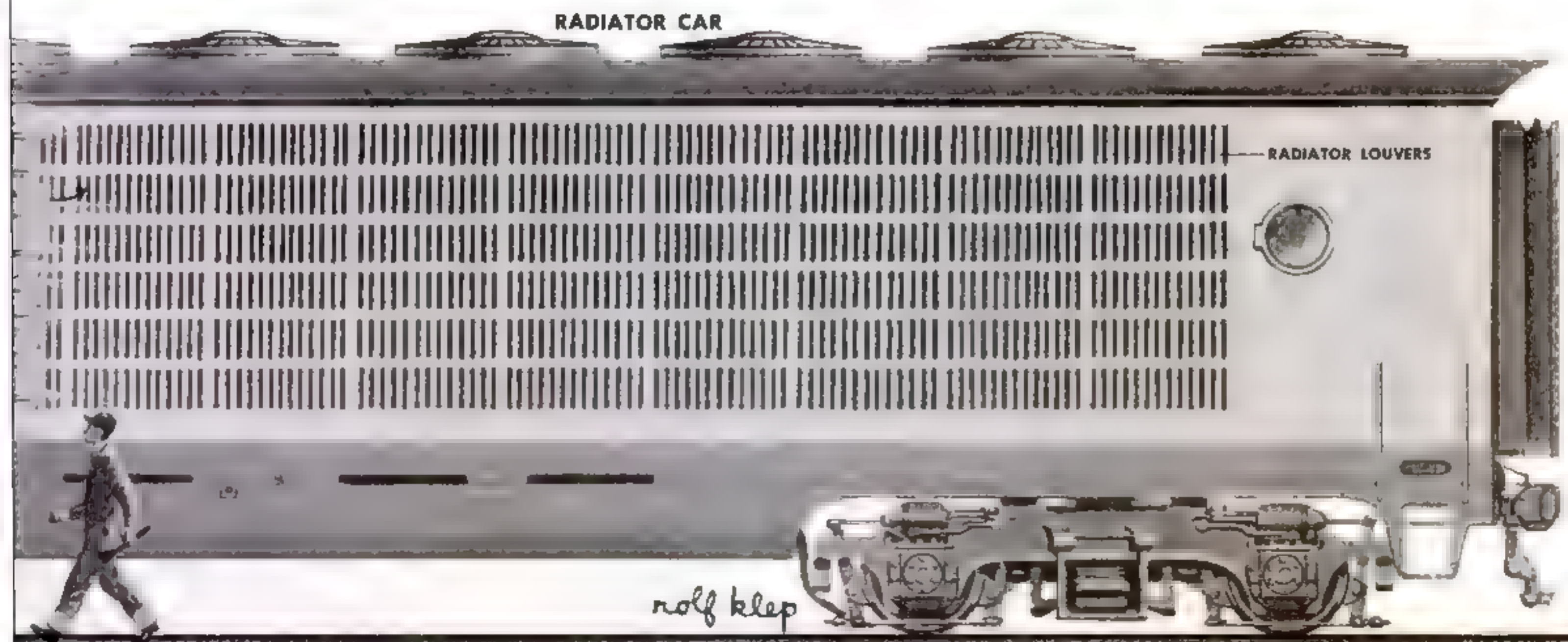
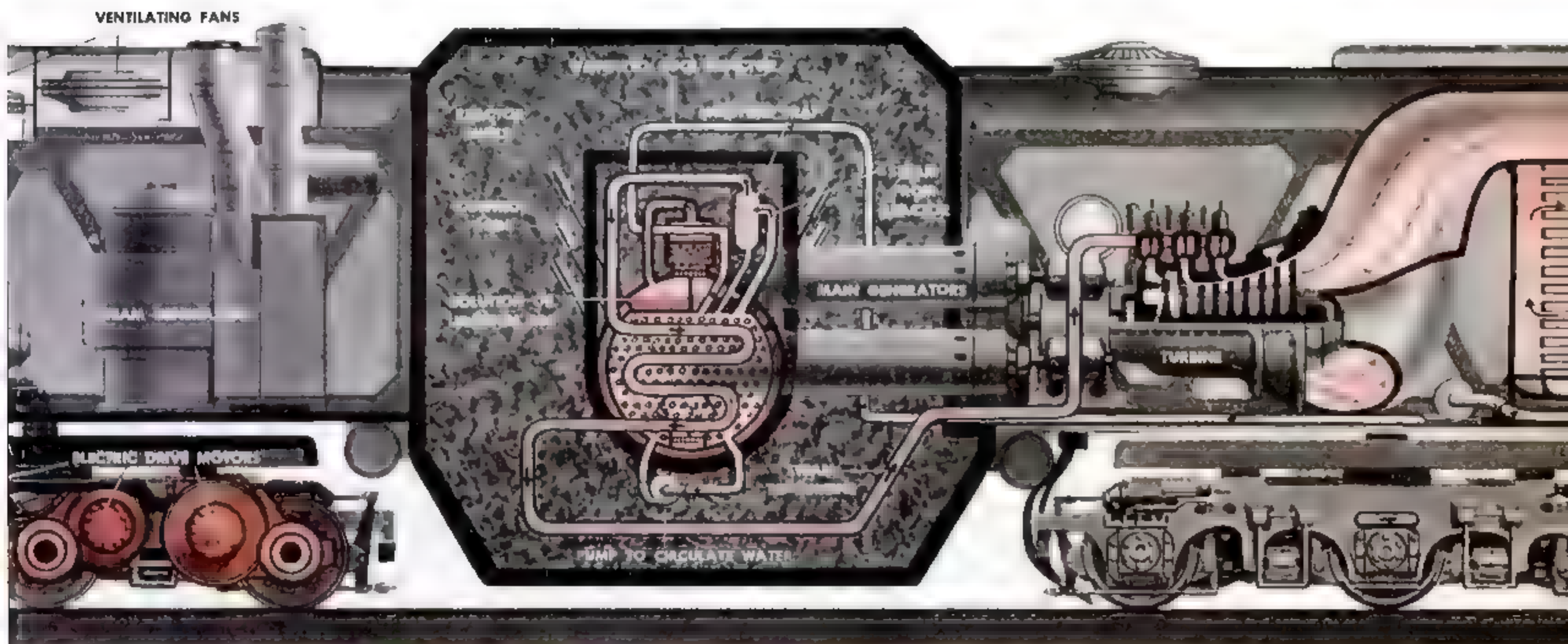




thousands of tubes running through the cylinder is turned to steam (pink) by the reactor's heat. After passing through a moisture trap the steam goes on to turn the turbine, which drives four electric generators, two on each side of the reactor shield, producing 7,000 hp. On leaving the turbine the steam is reconverted to water by a condenser, then flows back to the reactor once more. Since a second water system is necessary to cool the condenser, Dr. Borst's design calls for a 65-foot radiator car behind the locomotive. Cold water from this car enters the condenser at

the bottom, flows upward through it. Heated as it condenses the steam, the water then returns to the radiator car for cooling. Because the steam generated in the reactor is slightly radioactive it cannot be used to heat the train, and an additional steam generator is provided.

Dr. Borst estimates it would cost \$1.2 million to build his locomotive, almost twice the price of a four-unit Diesel of comparable power. Despite the price, he feels that the X-12's power, acceleration and ability to operate continuously would enable it to compete with conventional engines.



**Good News
for
Home Canners!**



Kerr LIDS GIVE 22% GREATER SEALING SURFACE!



**Use Kerr jars
for freezing, too!**

POSITIVE PROOF!

"Laboratory tests of 4 leading brands conclusively proved Kerr lids give 22% greater sealing surface." American Testing Laboratories, Report No. 1104.



Jar after jar after jar . . . perfectly sealed!

Millions of home canners, for generations, have entrusted their canning to Kerr lids. Now Kerr brings positive *proof* that your home canning, too, will be easier, surer, safer—because Kerr lids give you 22% greater sealing surface!

ONLY KERR lids have the amazing cushion-like gray sealing composition. The sealing surface actually expands 22% to grip not only the top of the jar but the inside and outside edge as well.

ONLY KERR lids have the golden finish, developed exclusively for home canning. This gives you extra protection . . . extra resistance to food acids.

AND KERR lids are so easy to test . . . you can *hear*, *see*, or *feel* the seal. Don't settle for anything less than the 22% greater sealing surface that Kerr gives you. BUY KERR JARS, CAPS, AND LIDS TODAY.

Seal it tighter by far . . . with a KERR lid and jar!

*SELF SEALING® BRAND *TRADEMARK REG. U.S. PAT. OFF.



A Nonpartisan Pastime

WASHINGTON WIVES TURN CAPITAL INTO ART COLONY

Given an example by a part-time painter in the White House, Washington wives are turning the nation's capital into a budding amateur art colony. Bipartisan and international, the colony includes wives of Republican representatives, Democratic senators, generals, admirals, ambassadors and presidential advisers. Except

for a few seasoned painters left from the last administration, most of the women are newcomers both to art and to Washington. All find in painting an escape from the pressures of formal dinners and political functions. Says Mrs. Sinclair Weeks, wife of the Secretary of Commerce, "It's the answer to Washington."

A LANDMARK, Jefferson Memorial, is painted by wives (left to right) of El Salvador Ambassador H. D. Castro, Army Col. G. Gaydash, Harold Stassen, Iowa Congressman K. LeCompte, Industrialist William Jones, Presidential Aide Sherman Adams.

for his birthday...give a trike with wings!

the new

Amf Junior SKY TRIKE



Jet Plane Delta Wing handlebar in gleaming chrome
Sabre knuckle guards.
Comet trail streamers.



THE BEAUTIFUL NEW "JACK & JILL" SIDEWALK BIKE
Convertible! Crossbar comes off! When brother outgrows it, simply detach crossbar and little sister has a real girl's model.

See how thrilled a child can be . . . put your boy or girl on the flashing new JUNIOR Sky Trike! Years-ahead features—jet plane delta wing handlebar, sabre knuckle guards, wing tank grips, comet trail streamers! The Sky Trike has the most action play value ever built into a trike *And it's rugged—can really take the bumps! Like all JUNIORS, it's built to give you the biggest value on wheels * Your dealer has JUNIORS for children from 2 to 8.

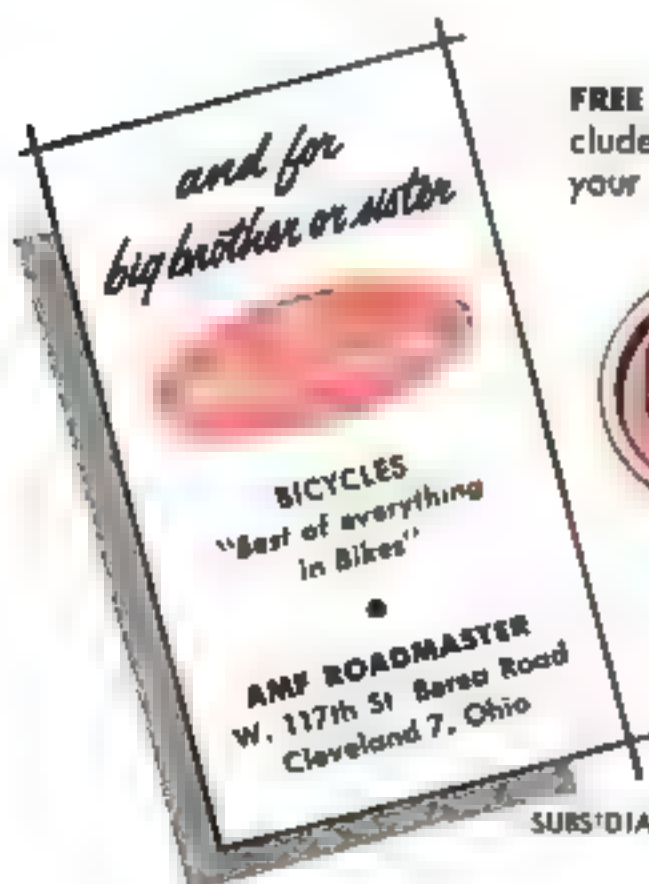
Any one of them makes a long-remembered gift—on birthdays or any time. See the beautiful new AMF JUNIOR line today.

FREE Birthday Gifts from AMF JUNIOR

Colorful Sky Ranger Emblem and License Plate! Yours when you buy a Sky Trike! See your JUNIOR dealer for details.



FREE FOLDER shows the entire new JUNIOR line. Includes exclusive Size-Age Selection Charts. Write for your copy today.



Junior

TRIKES & BIKES

215 Marble Street • Hammond, Indiana

SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY CO., NEW YORK

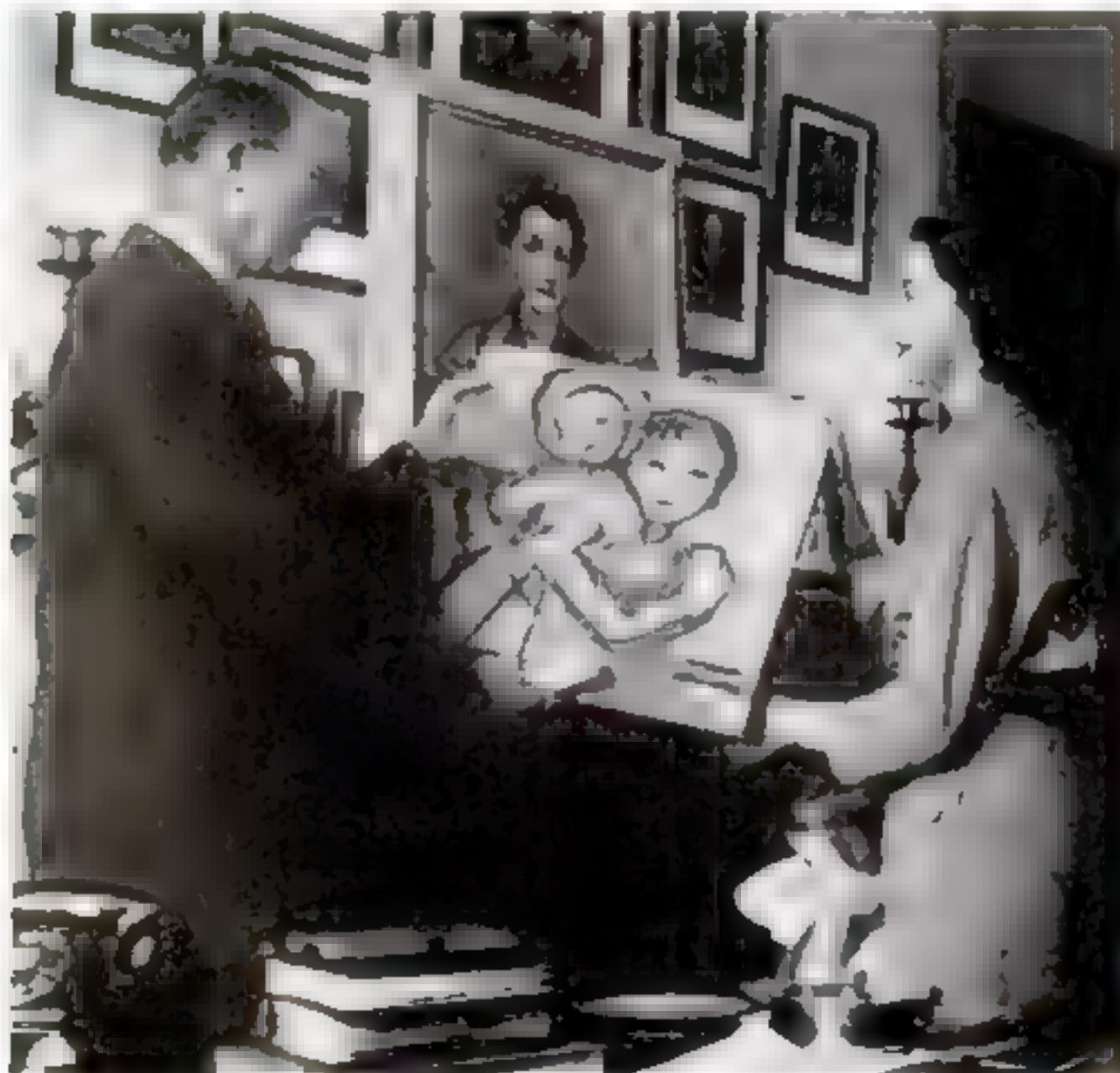
NONPARTISAN PASTIME CONTINUED



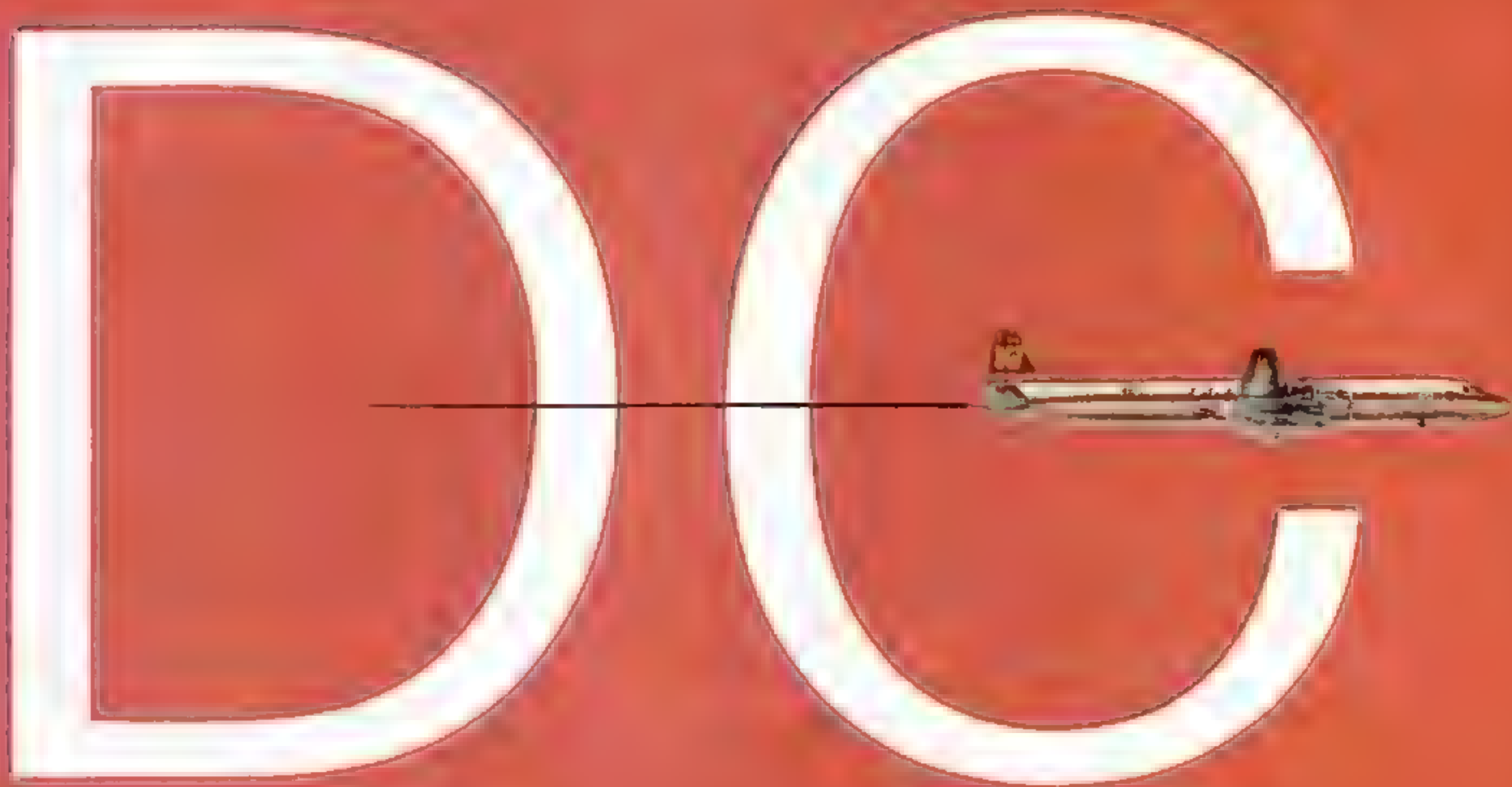
EARNEST ARTIST Mrs. Sinclair Weeks absentmindedly rubs paint on her face as she sizes up outdoor scene in park near Mrs. Sherman Adams' home.



BESMOCKED STUDENTS taught by Mrs. Gaydash pause for lunch. The class meets twice a week, includes General Ridgway's wife (third from right).



SENATORIAL APPROVAL is given by Estes Kefauver as his wife shows him her portrait sketch of their daughter Gail. Young model shyly looks away.



means faster service throughout the world

NOW FLYING ON THESE LEADING AIRLINES... THE FAMOUS DC-6, DC-6B OR DC-7



*Flying soon

FASTEST...FINEST AIR ***...nothing like it in***



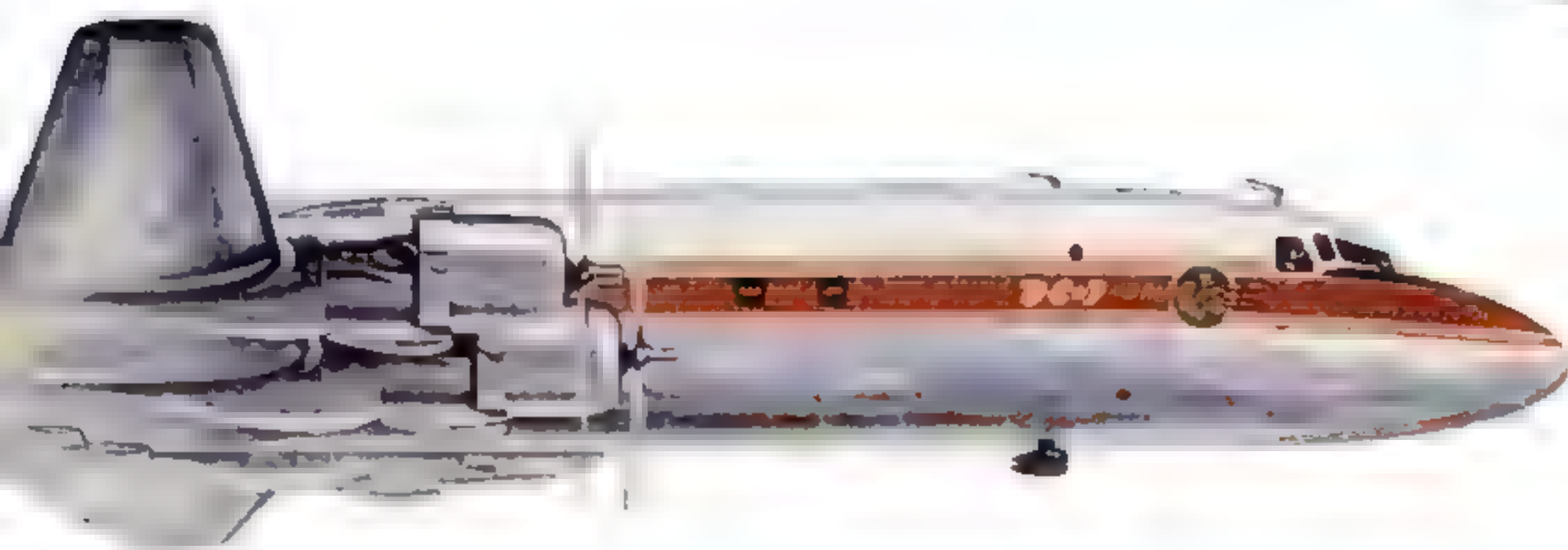
*The new **DOUGLAS DC-7** is breaking
records wherever it flies!*

You get *more for your fare* when you choose the airlines that fly Douglas airliners.

More *speed*, for example. Every Douglas airliner has outperformed its competitors. Now the new DC-7 with its four powerful *turbo-compound* engines, its greater range and fewer fuel stops, makes faster flights over long distances than any other airliner.

From coast to coast, and between the North and the South, the new DC-7 is the fastest, most luxurious way to go. And to Europe, Mexico, South America—on these and other world routes, the DC-7 will have no rival.

LINER ***the world!***



Fly the new DC-7 on these leading airlines:



Panagra
*PANAGRA U. S.

Panagra
*PANAGRA U. S.



DOUGLAS

Twice as many people fly Douglas as all other airplanes combined

*Flying 3000

THE TRADE MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORPORATION IN U. S. A. AND AFFILIATES THROUGHOUT THE WORLD.



Cool and refreshing



still only 5¢



WATER BATTLE IS HELD BETWEEN TWO TEAMS WITH SPLASHBOMB GUNS

WEAPON FOR WET WAR

Splashbomb is warm weather toy

Everybody from tots in a tub to Legionnaires at a convention enjoys throwing water at sane dry citizens. Now a new game makes splashing legal. Called Splashbomb, the game was invented by John M. Murray, a former Navy lieutenant commander who found it pleasant to get doused while riding a P-T boat in the hot Mediterranean. The equipment consists of a water thrower, which looks like a catapult mortar, and small paper bombs. The rules are flexible but the game is most fun if two guns are set up about 35 feet apart and manned by two teams. Any number may line up on each side and take turns being gunners. Paper bags can be catapulted 50 feet and strike enemies with a satisfying swoosh. Gun has a device so no stones, lethal objects may be fired.

Splashbomb sells for \$4.98, including gun which comes knocked down, six sample paper bags to fill with water and materials to assemble 500 more bags. It is intended for youngsters and gives them a drenching good time when they are able to tear it from their parents.

CONTINUED ON NEXT PAGE



NEW NYLON NECK STAYS NEAT! That trim "ring" you see around the

T-shirt neckband is the Nylon reinforcement. It just won't sag! America's favorite T-shirt is still size-fast and highly absorbent, and looks neater than ever with its new whiter-than-white finish. Hanes patented G vves shorts are worth more, too, with new Nylon reinforcement. Sanfor zed broadcloth is bias-cut for comfortable sitting or stooping. Both s de-elastic (shown) and gr pper-boxer styles \$1.

T-shirts \$1 (boys' 65c to 75c). To get more than you bargained for in underwear, sportswear, sleepwear, be sure

THE NAME'S



For nearest Hanes store, phone Western Union and ask for OPERATOR 25

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.



BIG SPLASH is caused by water bomb as 10-year-old Jamie Murray—son of Splashbomb's inventor—hits the pane of glass set up in front of the camera.

When bomb is well aimed and lands on enemy's face, water trickles into nose and mouth and down neck, dampening almost everything but spirit of warriors.

CONTINUED ON PAGE 90

NEW COLGATE INSTANT BARBER SHAVE

*INSTANT LATHER...
SO RICH
IT STANDS UP...*



Gives you faster, easier shaves than any brushless or lather!

Never before a lather like this! Made exclusively by Colgate for the cleanest, fastest, most comfortable shaves! Like the professional barber's lather, new Colgate Instant Barber Shave is so rich it stands up... locks your whiskers in lather for new shaving ease!

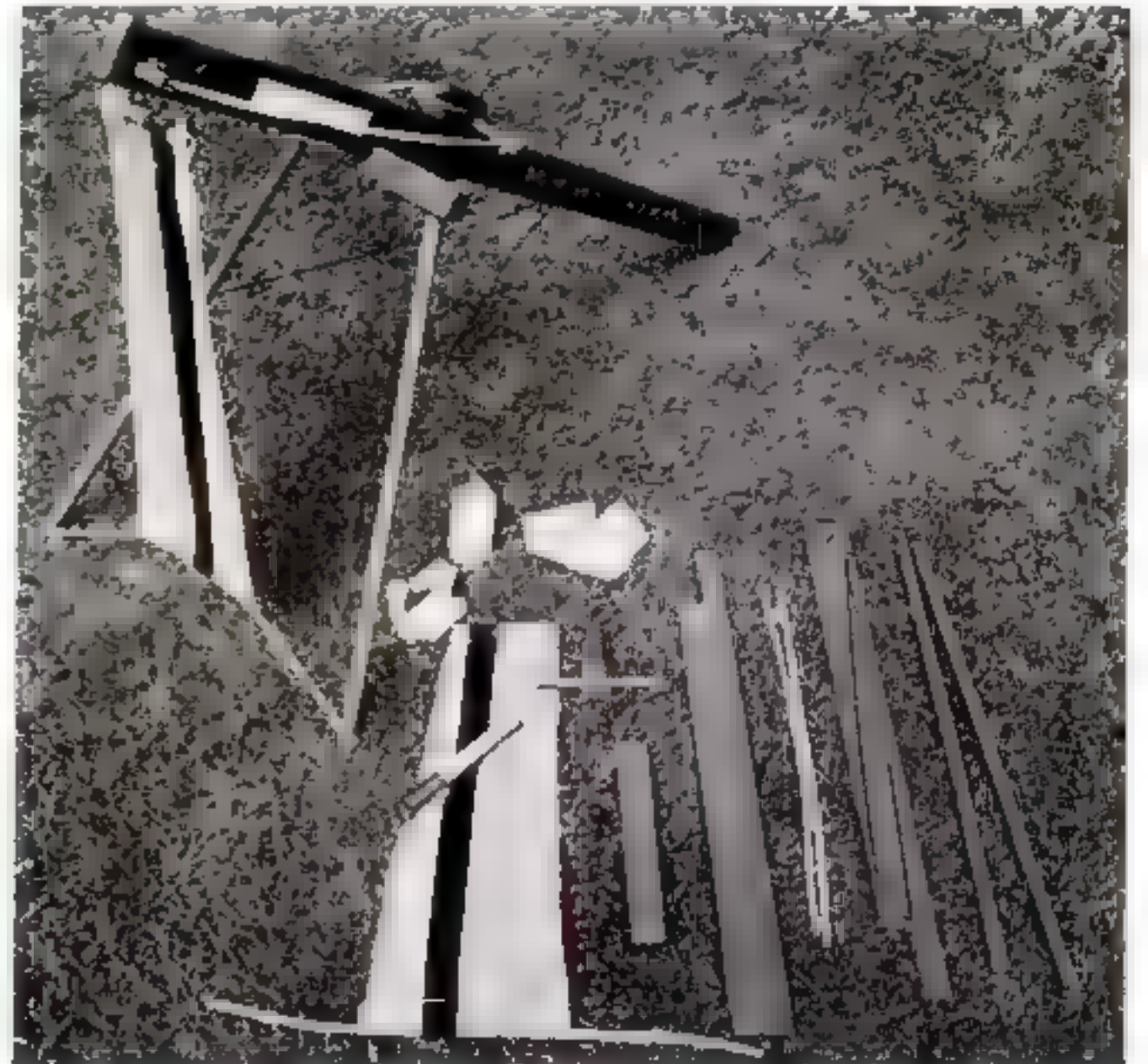
Countless, creamy bubbles hold each whisker firmly against your razor's edge to give you the smooth, fast, professional barber's shave! No lather—no brushless can give you the fast, easy shaves that you get with new Colgate Instant Barber Shave. Try it today!



*FOR THE KIND OF SHAVES—EVERY MAN CRAVES
GET NEW COLGATE INSTANT BARBER SHAVE*



ONLY 79¢
About 3 months supply



PARTS FOR GUN are spread on ground. Assembled gun is in background. It takes 20 minutes to put it together. Only tool needed is a screw driver.

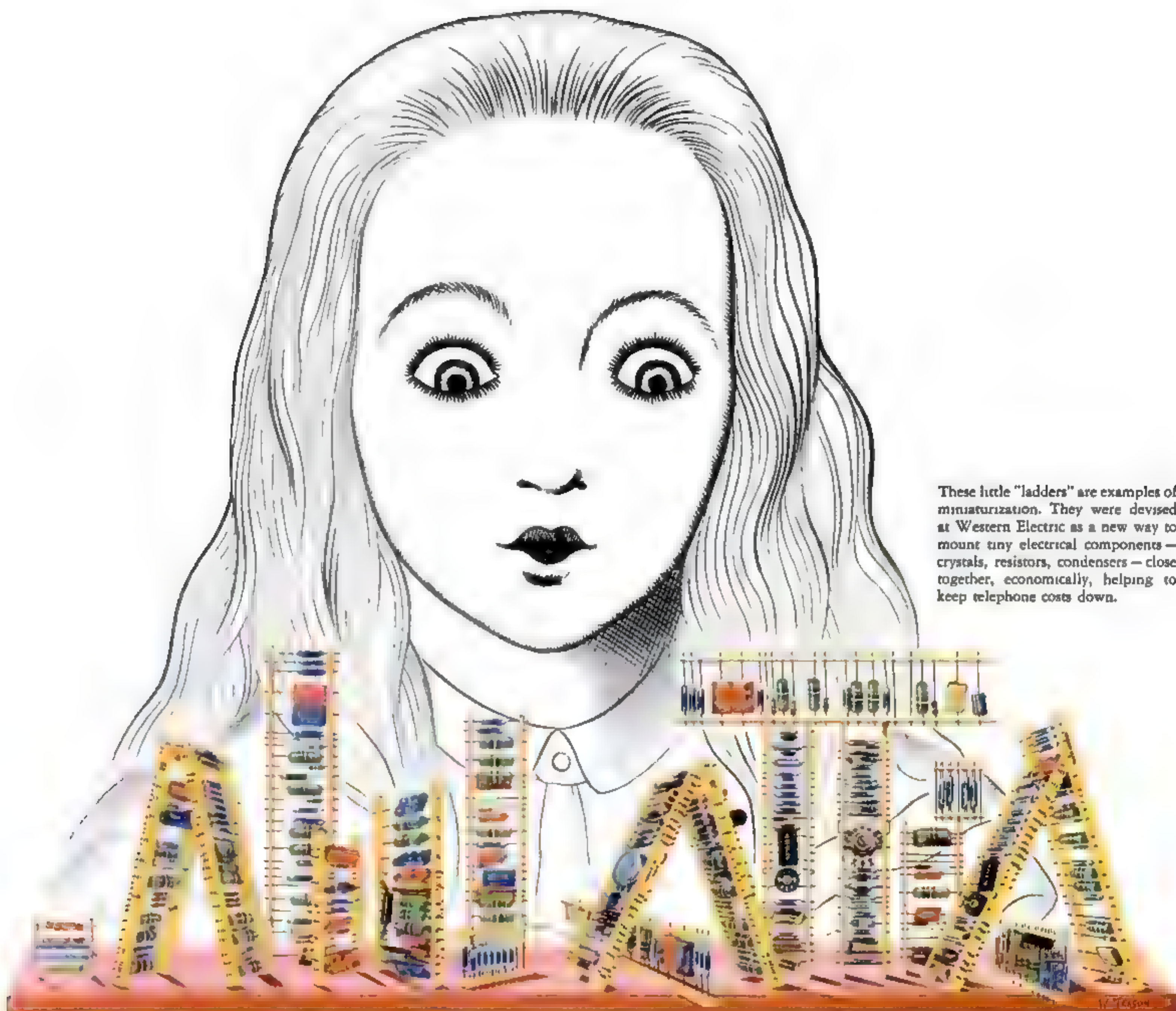


MAKING BOMBS, battling teams sit together under tree. Child can make about 50 bombs in an hour. Paper for making extra bombs may be ordered



DAMP COMBATANTS have been hit frequently. Any number of players can participate. Dodging bombs is fair but players cannot leave cord circle.





Alice in Mini-Land

And, it's big news for telephone users in two ways. For example, "miniaturization", as it's called, often lets designers plan telephone equipment so it costs less, works better, or both. Then, too, space saved on a small unit, repeated many, many times, grows and

grows in importance -- until eventually thousands of dollars may be saved in costly building construction alone. All this means lower cost in running the telephone business.

So, Alice actually is looking at proof of the value of Western Electric's teamwork with its partners — Bell Laboratories and the Bell telephone operating companies. This teamwork is a big reason why your Bell telephone service has gone up in price so much less than most other things you buy.



View by Pebble Beach · Flowered Print by Pauline Trigrère · Holiday 98 by Oldsmobile · Body by Fisher



on



cars only: CHEVROLET ..

Bold, beautiful trend-of-tomorrow design! Excitingly, exclusively yours in Bodies by Fisher—whose solid excellence of structure and exactness of fit evidence the many millions of dollars devoted to advanced construction techniques. For commanding style, greater safety and lasting value it is good common sense to choose a car with Body by Fisher.

"Be careful . . . drive safely"



PONTIAC • OLDSMOBILE • BUICK • CADILLAC

They called it **PARTNERS CHOICE**



The partners
of Bellows & Company
had 53 whiskies
to choose from...

.... ***This** is the one
they chose
for themselves*

They called it "Partners Choice."
Today this identical brand is yours to enjoy.
It contains more aged whiskies than any other
nationally sold spirit blend at
its price. *Isn't it time you tried it?*

BELLOWS **PARTNERS CHOICE**

BELLOWS & COMPANY, BALTIMORE, MARYLAND • 40% STRAIGHT WHISKIES—4 YEARS OR MORE OLD • 60% GRAIN NEUTRAL SPIRITS • 85.8 PROOF

THE STORY OF HELEN KELLER



AT AGE 6, HELEN SITS AT HER HOME IN TUSCUMBIA, ALA. DEAF, BLIND AND STILL UNABLE TO TALK

A heart-warming film chronicles her enduring courage

For nearly all her 74 years Helen Keller, who was stricken deaf and blind in infancy, has been shut up in a world of soundless night. Because she never hears a human voice, her own voice is unclear and she usually needs an interpreter. Yet she has been more keenly in touch with the world than most people who take eyes and ears for granted.

In a movie, *The Unconquered*, Helen's story is told, with herself as the main character. It is made up of snaps from her family album, news pictures, clips from newsreels and specially shot scenes of Miss Keller at her daily activities. All these, along with a narration spoken by Katharine Cornell, make the film an absorbing document. But it is the sight of Helen herself, feeling with reverent curiosity a dancer's body or meeting great men, that testifies best to the courage of the human spirit.



GREAT TEACHER of Helen Keller was Annie Sullivan (left), who befriended her for 49 years.



PRESENT COMPANION of Helen Keller is Miss Polly Thompson (right), who took over job in 1936.

Fast, cool electric shaving no matter how hot the weather—with this wonderful before-shave beard conditioner. Try it yourself!

In Hot Weather



get top performance from your electric shaver

Even in hot weather you'll get quick and comfortable electric shaving every time—when you use this amazing new *before-shave* beard conditioner.

Lectric Shave instantly conditions your face for shaving with a remarkable three-way "setting-up" action:

1. It evaporates sticky, razor-clogging perspiration.
2. It lubricates your skin to eliminate "shaver drag" and to allow faster, cooler, comfortable shaving no matter how sticky the weather.
3. It makes your whiskers so soft your shaver can cut them off quickly, cleanly, and without a "miss" or a burn.

And Lectric Shave lubricates the shaver's cutting head for faster, easier action. Helps break in new razors, gives them longer life.

Try Lectric Shave tomorrow. It's avail-

able at your nearest drugstore or toilet-goods counter—and it costs less than a penny a shave! Only 59 cents, no U.S. tax, for the 3-oz. bottle—enough for 80 shaves.

Free! We'll send you a sample of Lectric Shave—enough for a full month of shaving—absolutely free. Send your name and address to The J. B. Williams Company, Dept. L5, Glastonbury, Conn. (offer good only in Continental U.S.A.)



HELEN KELLER CONTINUED



WITH MARK TWAIN, Helen and her companion Annie (center) in 1907. He classed her with Napoleon as two greatest figures of 19th Century.



WITH CALVIN COOLIDGE, Helen chatted in 1921 and even got him to share a laugh. Since then she has been a regular visitor at the White House.



WITH STONEY INDIANS at Lake Louise in 1939. Helen followed custom of many other notables and gallantly accepted ritual of joining their tribe.



"Mmm, you're right, Professor. You can taste the real orange flavor because Bireley's is non-carbonated."

Even a robot can get rabid about the fruit flavor of Bireley's.

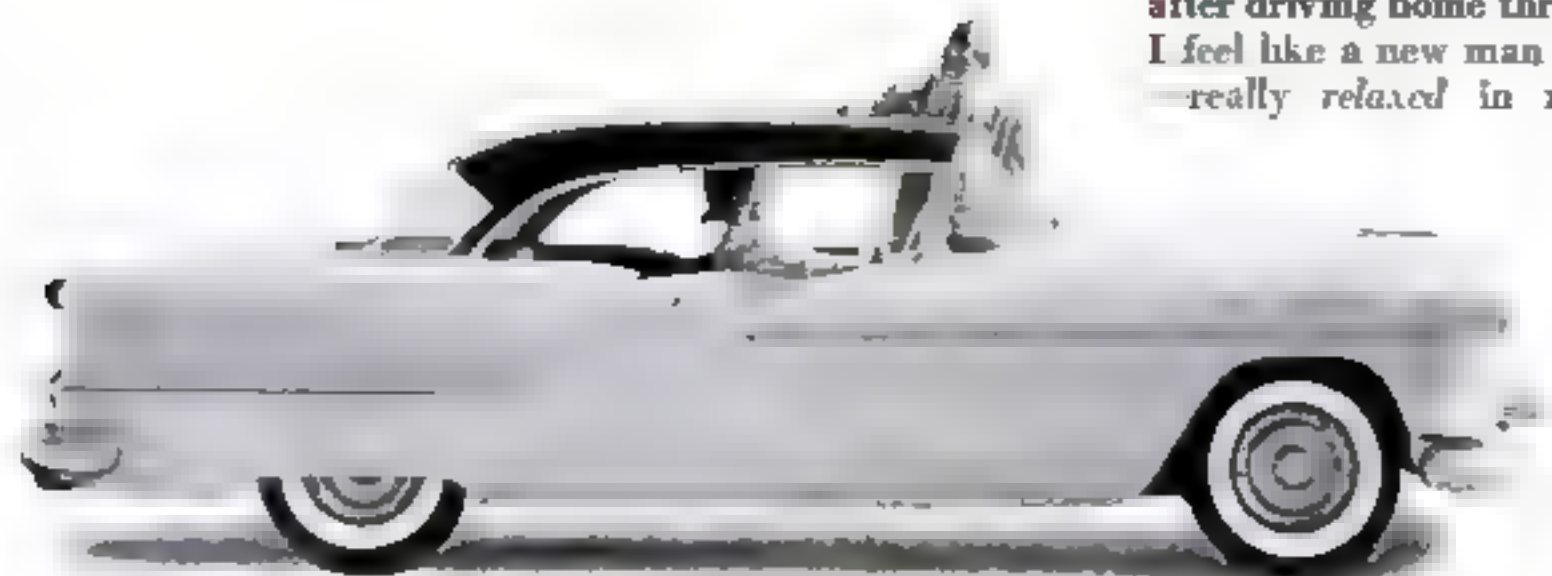
That's because Bireley's is non-carbonated, utterly unspoiled by gas or artificial preservatives. It just plain tastes better! You and the children can enjoy all you want without that uncomfortable full feeling. Pure, pasteurized Bireley's, in orange and assorted fruit flavors. Pure fun. Have some!

BIRELEY'S ORANGE DRINK

IT'S NON-CARBONATED: PURE FUN FOR EVERYONE!

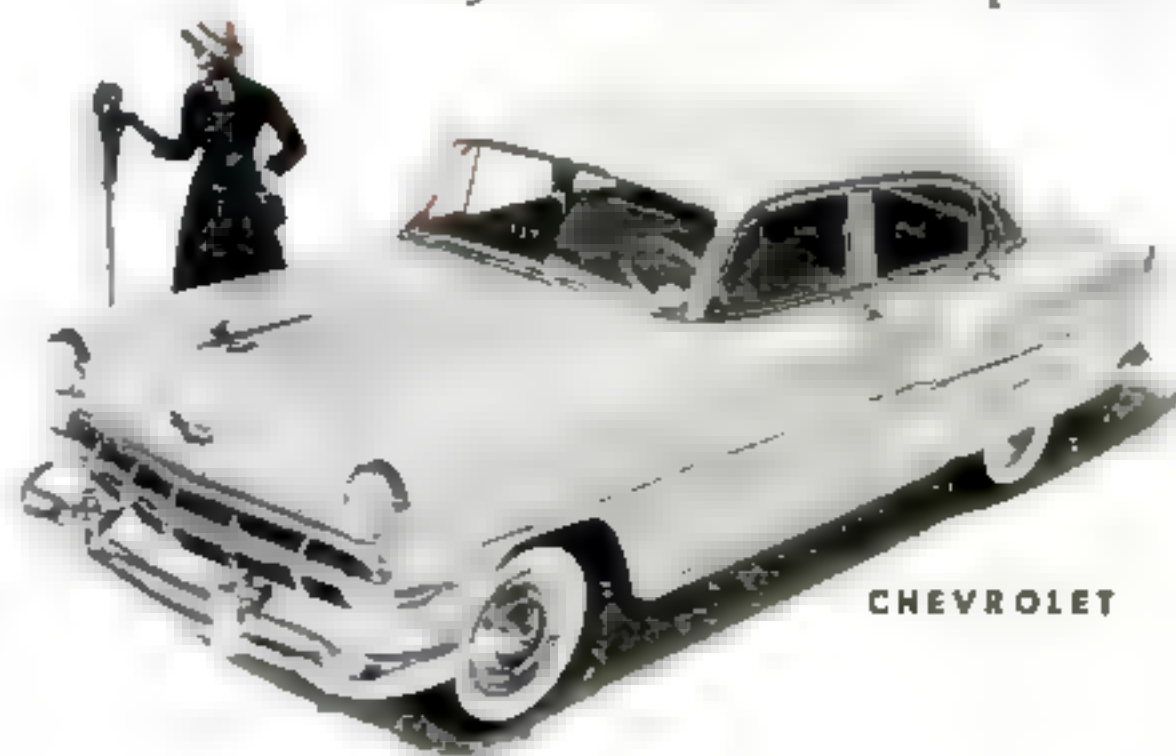
© Bireley's Division, General Foods Corp.





OLDSMOBILE

“Before I got my new Oldsmobile with Safety Power Steering, I was tired out after driving home through traffic. Now I feel like a new man when I get home—really relaxed in mind and body!”



CHEVROLET

“Maybe you think I don’t need Safety Power Steering on my new Chevrolet—but I’d never give it up! It makes parking so much easier—and my feeling of security is worth 10 times the low price!”

Ask any man *or Woman* who's got it!

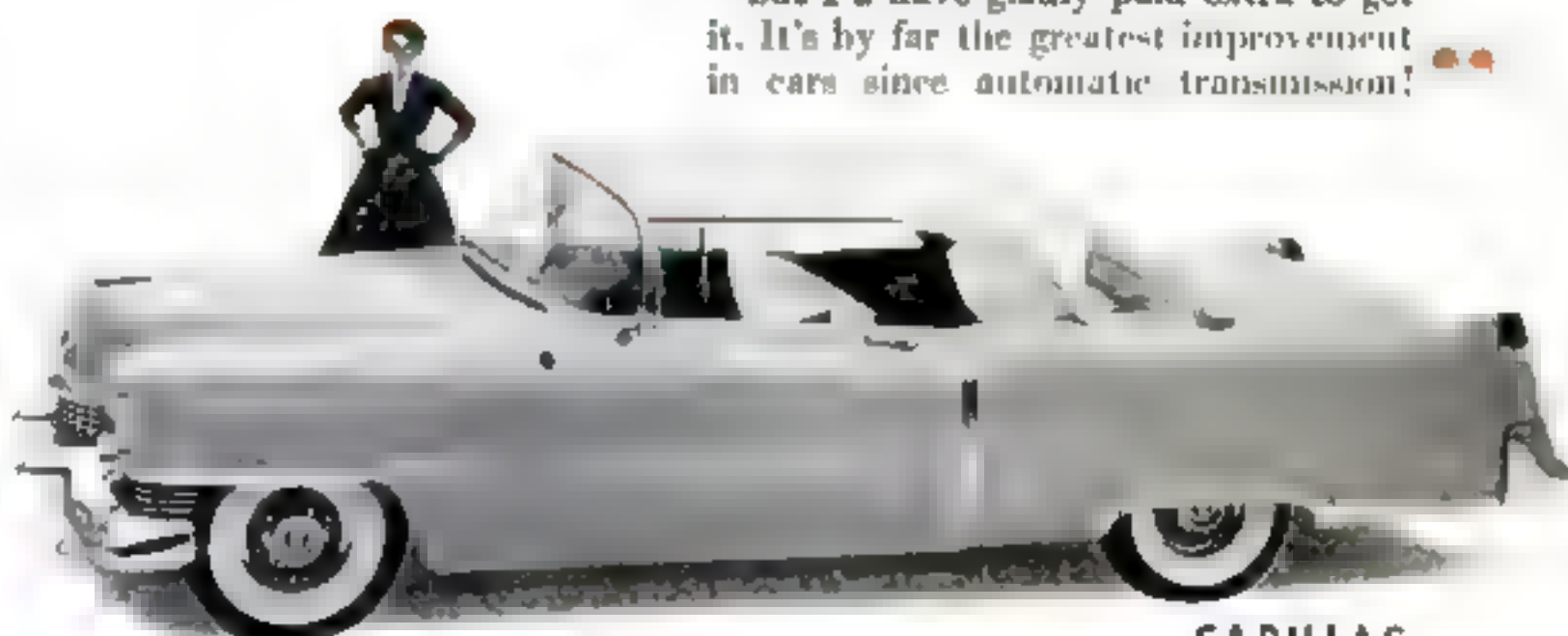
Yes, anyone who’s got it can give you plenty of good reasons why he (or she) is so sold on Safety Power Steering. A million motorists now enjoy it. And with thousands more new cars being equipped with it daily, remember you need it to protect your trade-in value. Before long, a car without Power Steering may well be almost obsolete.

Safety Power Steering is now standard equipment on all 1954 Cadillacs and Buick Roadmasters—and featured at a new low price on all other Buicks, Oldsmobiles, Pontiacs and Chevrolets. Ask your friends and neighbors who already have it. Then take a demonstration “Show-Me Spin.” We’ll rest our case on what they say—and what you feel at the wheel. Saginaw Steering Gear Division, General Motors Corporation, Saginaw, Michigan.



BUICK

“Safety Power Steering came as standard equipment on my new Cadillac this year—but I’d have gladly paid extra to get it. It’s by far the greatest improvement in cars since automatic transmission!”



CADILLAC

NOW AVAILABLE
AT A NEW
LOW PRICE!



PONTIAC



“After I took a “Show-Me Spin” in this new Pontiac with Safety Power Steering, I could hardly wait for delivery. My old car steered like a truck compared to this!”

Safety

POWER STEERING

BY *Saginaw*

YOU WANT IT FOR EASE — YOU NEED IT FOR SAFETY!

THE SMART LOOK IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy-Not Messy!



WITH JASCHA HEIFETZ, Helen enjoyed 1922 concert by feeling vibrations on neck of his violin. She loves music, constantly plays radio at home.



WITH GLADYS SWARTHOUT, who sang a hymn for her in 1952, Helen got a sense of its mood and melody by touching the singer's throat and lips.



WITH DANCERS at Martha Graham's rehearsal session, Helen gets an impression of their ballet by lightly touching their bodies as they encircle her.

Pillsbury

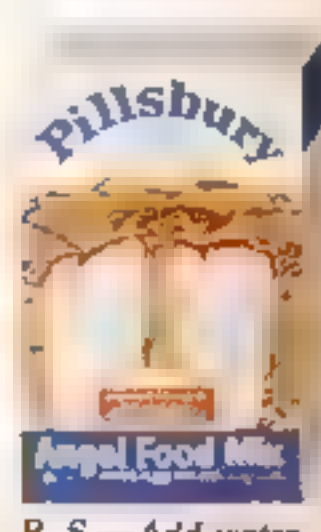
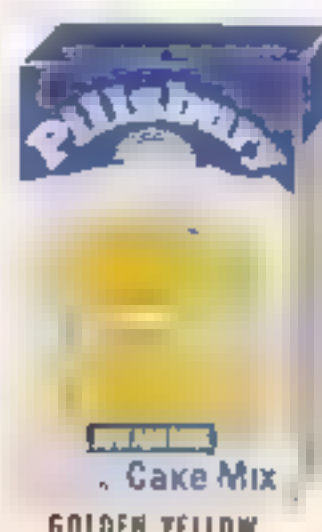
(wouldn't you know)



The only leading cake mixes with country-fresh eggs right in the mix

MILK IS ALL YOU ADD

(Now available in Canada, too!)



P.S.—Add water to Angel Food

Forecast: bright and smiley faces
When you serve this double treat.
Take Seven-Up...your favorite ice cream...
And there's a team that's hard to beat!



7 Up and Strawberry Ice Cream!
The pink of perfection!
Wouldn't you like one right now?



7-Up and Pistachio Ice Cream!
A wonderful flavor surprise!



7-Up and Chocolate Ripple Ice Cream!
Wait 'til you chocolate lovers
taste this!

Frank up with 7-Up!



Get a family supply of 24 bottles
Buy 7-Up by the case. Or get the handy
7-Up Family Pack. Easy lift center
handle, easy to store.

enjoy a

7-Up Float!



Take your favorite ice cream, and crystal-clear, sparkling 7-Up . . . put 'em together in a tall glass, and wonderful things happen. Here's your treat for any summer day or night at a moment's notice.

Seven-Up is the All-Family Drink . . . so pure, so good, so wholesome that folks of *all* ages may enjoy it. You like it—it likes you! Buy 7-Up wherever you see those bright 7-Up signs!



7-Up and Orange Ice!
*Just one of the many frosty beauties
you'll make with ices and sherbets.*



Nothing so good was ever so quick! To make a 7-Up "Float," just put two scoops of ice cream (or sherbet) in a tall glass. Then tilt the glass and pour chilled 7-Up ever so gently down the side.



Everybody likes the big change in Kaiser!

From front to rear, the beautiful new '54 Kaiser is one big change after another.

And you'll like every one of them!

You'll like the big change in Kaiser styling... from the smart, new French-style headlights and Jet-scoop grille to the huge new wrap-around rear window and new Safety-Glo rear fender lights.

You'll like the big change in Kaiser luxury... especially those new color-styled luxury vinyl and fabric upholsteries and that sleek new Steering Turret instrument panel.

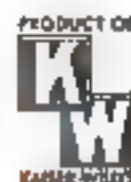
You'll like the big change in Kaiser comfort, too...

that new velvet-road ride...new softer seating...new extra roominess (it's the greatest in its price class)...plus all that extra vision—3946 square inches of it—the largest glass area now in any standard American Sedan!

And most of all you'll like the big change in Kaiser performance! Kaiser's new Super-power engine is like 2 engines in 1...giving you Kaiser's famous cruising economy...yet breathtaking new "power-on-demand" whenever you call for it!

See the big new '54 Kaiser at your Kaiser dealer's *now*. You'll like every beautiful inch of it!

Cruise with "*power-on-demand*" in the Super-powered new **'54 Kaiser**





IN THE BRIGHT MORNING SUNSHINE A BIG CROWD OF EARLY STARTERS BIDE THEIR TIME WAITING TO TEE OFF AT THE TEXACO COUNTRY CLUB IN HOUSTON

MASS ATTEMPT TO BEAT HOGAN

Champ faces his biggest field

In all kinds of weather and on all kinds of courses, all kinds of golfers turned out on National Golf Day to try to beat Ben Hogan in the third annual competition sponsored by LIFE and the Professional Golfers Association. Up as prizes for everyone who could outscore the U.S. and British open champion were handsome bronze medals bearing Hogan's portrait and inscribed, "I Beat Ben Hogan." There were more golfers than ever lined up against him and more playing with generous handicaps.

But the universal rival, golfer of the year, Ben Hogan himself, was sick, had to put off his round a week. The delay, while giving him a chance to regain his health, did not improve his chances of beating the record throngs arrayed against him. With several fabulous sub-par scores already posted, competitors were permitted to play additional rounds, submit their best score. But at the Baltusrol Country Club last Saturday, Hogan played his round (*next page*) and more than met the challenge.

ON THE SNOW-COVERED 18TH GREEN OF THE BUTTE, MONT. COUNTRY CLUB, ONE OF THE 56 PLAYERS WHO BRAVED THE STORM SINKS A LONG, HARD PUTT





BETWEEN BIRDIES, BEN SMILES WAY TO 6TH GREEN

HIS 64 FRUSTRATES THE MEDAL SEEKERS

As he walked to the first tee, Ben Hogan still looked peaked and complained of being "way behind in my training." Then, with a powerful recovery from the rough (right), he got a birdie on the first hole. He also birdied the second. He slipped to a par on the third, then got consecutive birdies on the fourth, fifth, sixth and seventh. His approach shots were stopping near the pin and his putts kept dropping. Frequently (above) the usually dead-pan Hogan broke into a smile.

With three more birdies and only one over par hole on the back nine of Baltusrol's lower course, where this week he will defend his National Open title, Hogan wound up with a 64. This was eight under par and three shots better than the competitive course record. Even Ben could not explain why things went so well. "I don't know really," he said after the round. "Everything just happened to come off."

Hogan's spectacular round was bad news for the 165,000 golfers who had set out to beat him. Chances are some 30,000 players would have won medals if Hogan had shot a par as he did in Golf Day's inaugural in 1952 when 14,000 of 85,000 players beat him. As it is, about 2,500 players, headed by the low-shooting Californians (right), will get the awards this year.

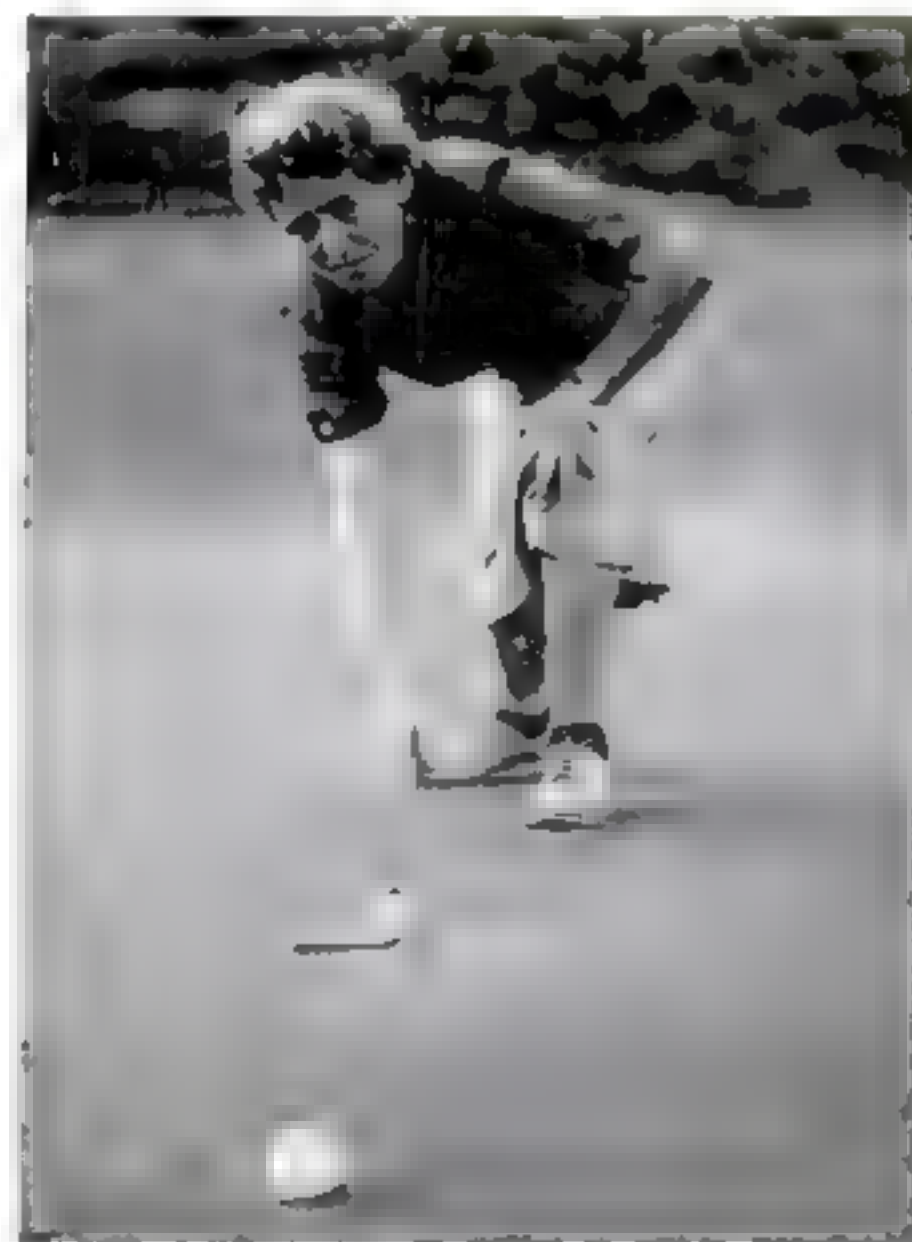


WIDE-EYED SPECTATORS marvel as Hogan makes a great recovery, using his number four wood

to blast out of the rough just off the first fairway. He hit ball 235 yards, took a four on par five-hole.



LOWEST GROSS so far reported, 61, was carded by the ex-California amateur champion Neil White.



LOWEST NET was shot by Anne Grandy, of Laguna Beach, whose 84 and 35 handicap gave her 52.

Your new Lilt home permanent will look, feel and stay like the loveliest naturally curly hair!



Hi ... Does *your* wave look as soft and natural as the Lilt girl in our picture? No? Then think how much *more* beautiful you can be, when you change to Lilt with its superior ingredients. You'll be admired by men ... envied by women ... a softer, more charming *you*. Because your Lilt will *look, feel and stay* like naturally curly hair. Watch admiring eyes light up, when you light up your life with a Lilt.

Procter & Gamble's
new **Lilt**
Home Permanent

Choose the Lilt especially made for your type of hair!

\$1.50
plus tax



We pay for your 1ST can of BODYSHEEN...

SIMONIZ' new one step cleaner-polish!



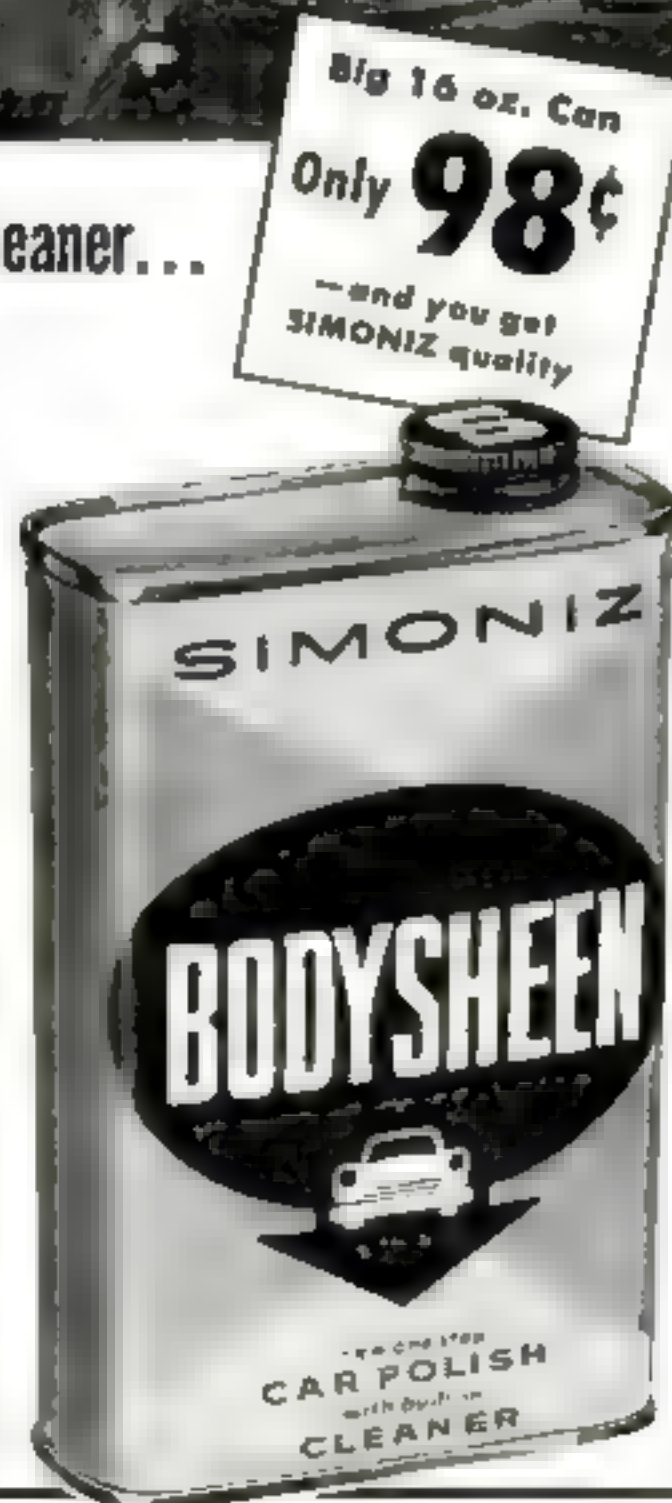
BODYSHEEN has its own built-in cleaner...

Wipe it on...it CLEANS!

Wipe it off...it GLEAMS!

• Now you can clean and polish your car easier and faster than ever before - because new Simoniz BODYSHEEN makes car-washing unnecessary*. Just wipe BODYSHEEN on. Let it dry, then wipe it off - off comes dust, dirt, road grime, traffic smudge and even sticky tree sap. BODYSHEEN has its own built-in cleaner. Cleans better than washing - shines quicker and brighter than any polish alone. And BODYSHEEN weathersproofs the finish... LOCKS OUT rain and dirt - LOCKS IN color and shine for months. Stops water spotting, too! Get BODYSHEEN today.

*If car is exceptionally dirty, remove heavy layers of grime, dirt with clean water.



HERE'S WHY SIMONIZ MAKES THIS OFFER:

We're anxious for you to try BODYSHEEN - and we want to know in your own words just what you think of this new product. We also want you to recommend it to your friends!

Just follow these simple steps and get your full 98¢ refund:

1. Buy BODYSHEEN. Take it home and after using it...
2. Mail unprinted BODYSHEEN cap liner with
3. Names and addresses of 3 friends and a letter of 25 words or more of your own composition stating what you personally told your friends you liked about BODYSHEEN

Mail to: SIMONIZ COMPANY, P. O. Box 8137, Chicago 80 Illinois.
Only one payment will be made to a family. Prompt attention will be given to your letter, but please allow up to 30 days for handling. This offer is good only in the Continental United States. Expires July 31, 1954.

Beat Hogan CONTINUED

VARIOUS V.I.P.s, VARIED FORM



A NOVICE, Vice President Richard Nixon tees off at Baltimore Country Club. In first Golf Day round he had 94 gross and, with 22 handicap, 72 net.

STILL RUSTY after Korea, General William Dean twists to coax his ball into cup. Playing at San Francisco's Presidio, he had a gross of 109, an 80 net.



VETERAN golfer General Omar Bradley watches anxiously after iron shot off fairway at Peach Tree club in Atlanta. With 11 handicap he had 74 net.



CONTINUED ON PAGE 109

GOLD 'N WHITE SALAD with cottage cheese and Pineapple Slices. Inviting and easy-to-fix for family meals and informal buffet entertaining. On platter, with crisp lettuce leaves, heap mound of cottage cheese. Decorate generously with drained Pineapple Slices. Accompany with French dressing or fruit salad dressing



Tempt 'em with Pineapple canned tropic-fresh Nature's most refreshing flavor



CRUSHED
canned Pineapple, good to eat "as is,"
also makes delicious pies, cookies, pud-
dings, ices, sundaes, meat sauces, jams

PINEAPPLE JUICE
tastes wonderful any time
you're thirsty. Chill and
shake well before serving



CHUNKS
of canned Pineapple (bite-size) and the
smaller Tidbits are favorites for fruit cups,
to sauté with meat, for salad-making and
to sprinkle on puddings and cereals

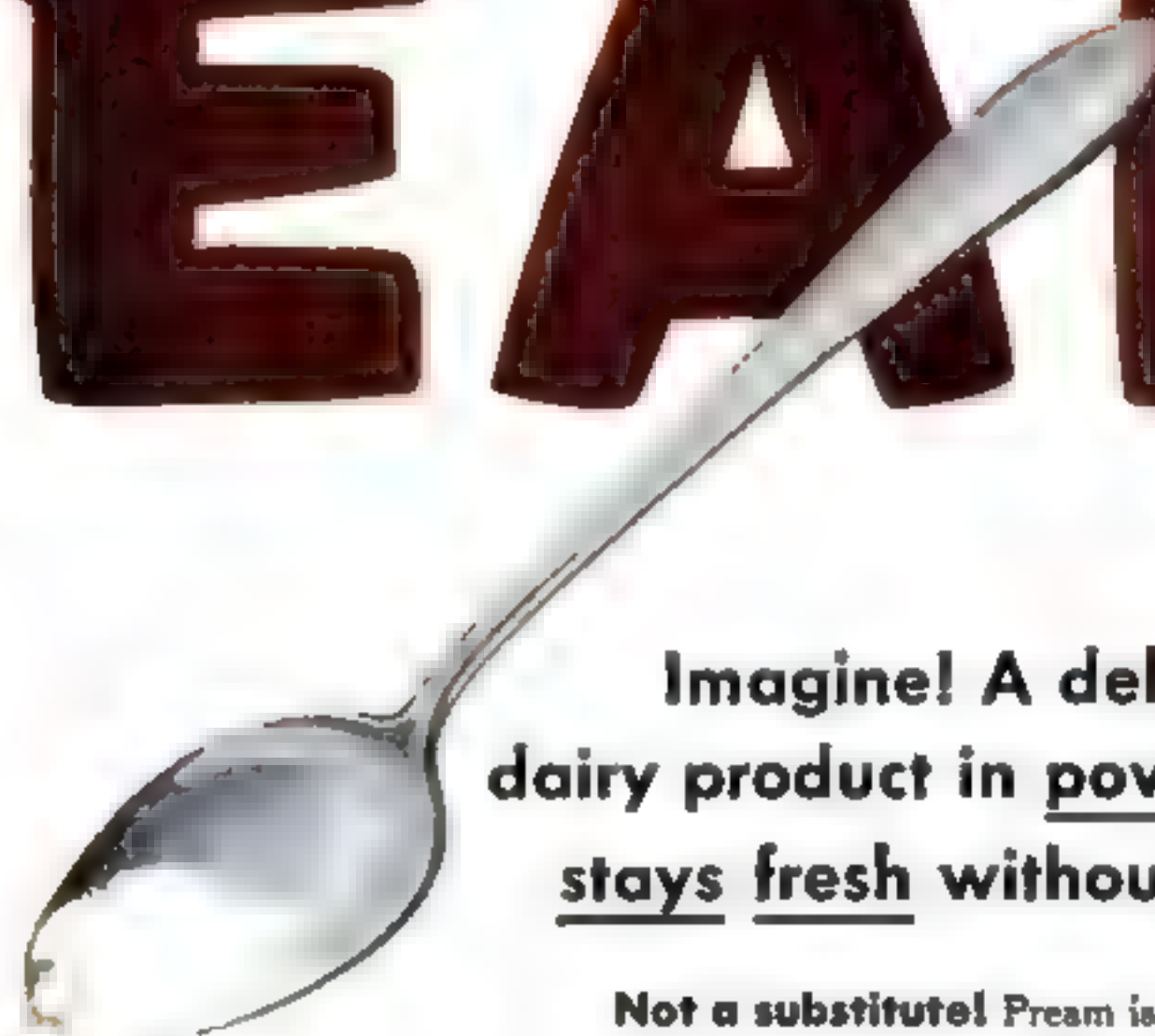
Probably there never was a salad canned Pineapple couldn't improve! By adding a golden glamor-look . . . by making old favorites *taste new*. As with salads, so with main-course meats—with desserts and bakings, fruit servings, too—the more canned Pineapple in your eating the more you'll like all that you eat. Keep a "PINEAPPLE SHELF" in your kitchen with all 5 forms of this tropic fruit. Reach often for the pleasure flavor stored by Nature in canned Pineapple!

PINEAPPLE CANNING ASSOCIATION, San Francisco

New miracle way
to "cream" your coffee!



PREAM



Imagine! A delicious 100% dairy product in powdered form that stays fresh without refrigeration!

Not a substitute! Pream is a true dairy product—made entirely from fresh, sweet cream and other milk products—powdered for your convenience. *Nothing is added!*

Never sours! Never "turns." Because it's in powdered form, you don't have to store Pream in your refrigerator. It keeps indefinitely while sealed! When opened for regular use, Pream stays fresh-tasting to the last spoonful. For convenience's sake, keep a supply on hand always!

Saves over 1/3. One container of Pream goes as far as 2 half pints of coffee cream . . . yet costs you so much less!

Instant dissolving! Just put a spoonful of Pream on top of your cup of hot coffee, tea or cocoa. It dissolves *instantly!* Stir to blend . . . and enjoy! Why wait any longer to discover how convenient and delicious this new dairy miracle is? You'll find Pream in your food store . . . just where it belongs . . . beside the coffees!

Iced or Hot—
the new way
to "cream" it
is to Pream it!

For richer-tasting iced coffee . . .
put Pream on top of hot or warm coffee, before you add ice. Pream cannot dilute coffee flavor.

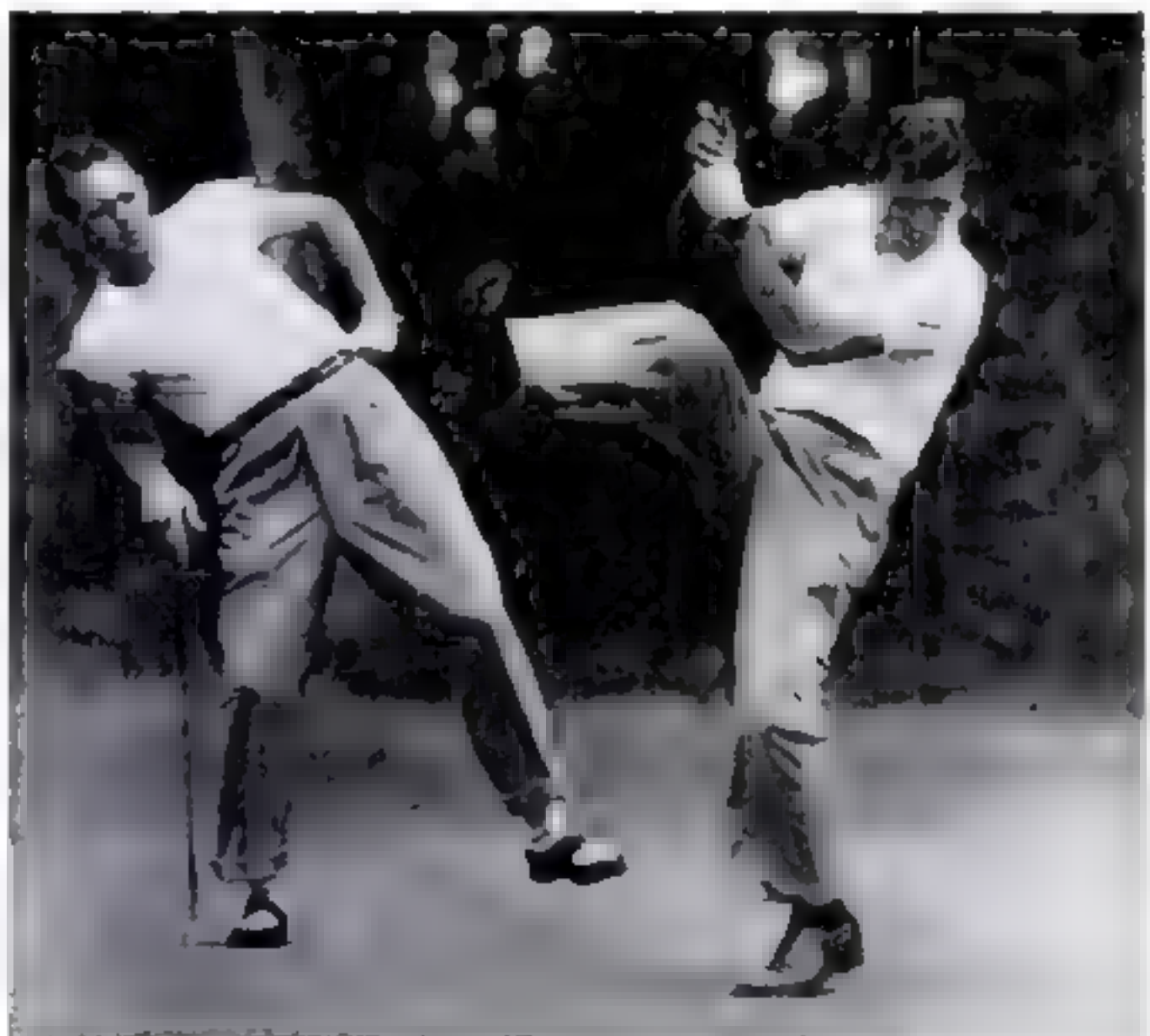


Beat Hogan CONTINUED

WITH BURRO AND BODY ENGLISH



PLAYING FOR LAUGHS, Mexican movie and TV comic Mario Cantinflas rode undersized burro between shots, used a shotgun to blast out of the rough.



REACTING VIGOROUSLY with body English, tennis pros Jack Kramer (left) and Frank Sedgman watch ball roll to pm. Sedgman had 64, Kramer 70.

CONTINUED ON NEXT PAGE

Drudgery Goes Out when HE Comes in...



So... welcome your KIRBY MAN

Your Kirby Man can prove it — a bright spotless house without the drudgery that now takes too much of your energy and time...and it's more exciting proof than you can imagine!

Over a million American housewives will tell you to welcome the Kirby Man when he comes to your house. He's got something close to push-button housekeeping that means less work and a wonderful new pride in your home.

He's a gentleman who can be a valuable friend. Carefully chosen, trained, tested, your Kirby Man merits your confidence. When he rings your door bell or telephones soon, don't keep him waiting. You'll be glad you welcomed him!

When you see this button,
Welcome Your Kirby Man!



The Scott & Fetzer Company

1922 W. 114th STREET • CLEVELAND 2, OHIO

Mfd. in Canada by Switson Industries Limited,
Welland, Ontario

Home Sanitation since 1919

Kirby Men Needed
Some well-paid opportunities
now open for qualified men
and women. Full or part time,
special training — no experi-
ence needed. Write to us.

Guaranteed by
Good Housekeeping

Copyrighted material



They had their
BITE SIZE CHEX today!

(How about you?)

THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



RALSTON PURINA COMPANY, St. Louis, Mo.

Beat Hogan CONTINUED

EAGER ENTRIES FROM 6 TO 87



JUVENILE PAR BREAKER Dimmer Buckhaults, 6, of Mobile, Ala. scored a gross 121, a net 66 to outscore his father, a pro who once tied Hogan.

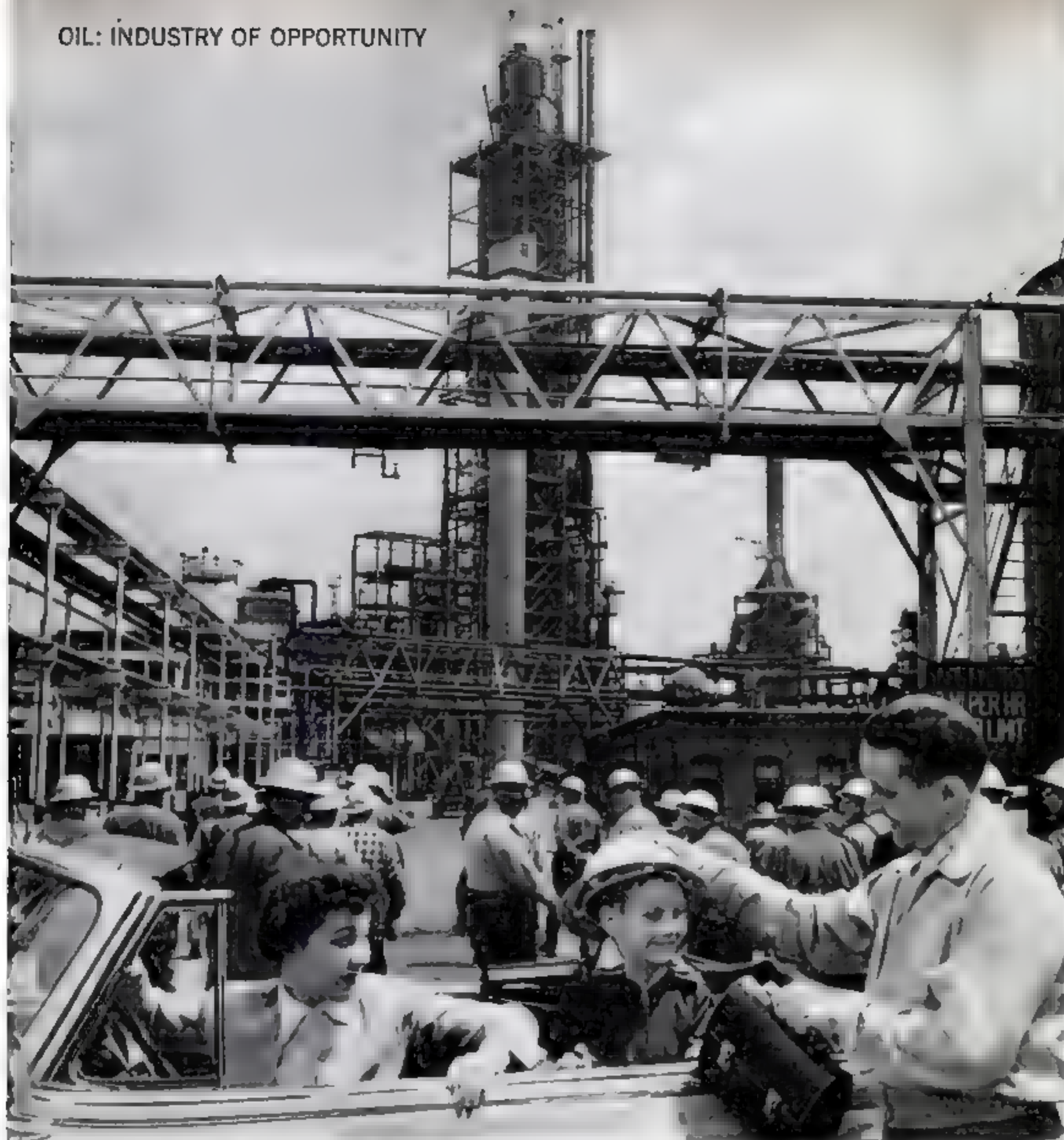


DETERMINED SWINGER Rolfe Heglund, 27 whose legs are paralyzed, took six hours for 18 holes at Renton, Wash. With 55 handicap, he had 71 net.



PERENNIAL PARTICIPANT Marnie Cartwright, 81, starts out with a 13 handicap in Los Angeles. She beat Ben Hogan in 1932, had a net 75 this year.

CONTINUED ON PAGE 112



BROOKLYN, N.Y.: Saying good-bye to his wife and 5 year-old son, World War II veteran "Woodie" Powers starts his day of work at an oil refinery. "Woodie" Powers' father and grandfather worked in refineries before him and "Woodie" can tell you about the job opportunities opened up by new refineries. Modern, efficient plants also mean more and better oil products for the public.

Oil Puts More Men To Work In '54

In 1954, U. S. oil companies will boost America's economy by investing more than 4 billion additional dollars.

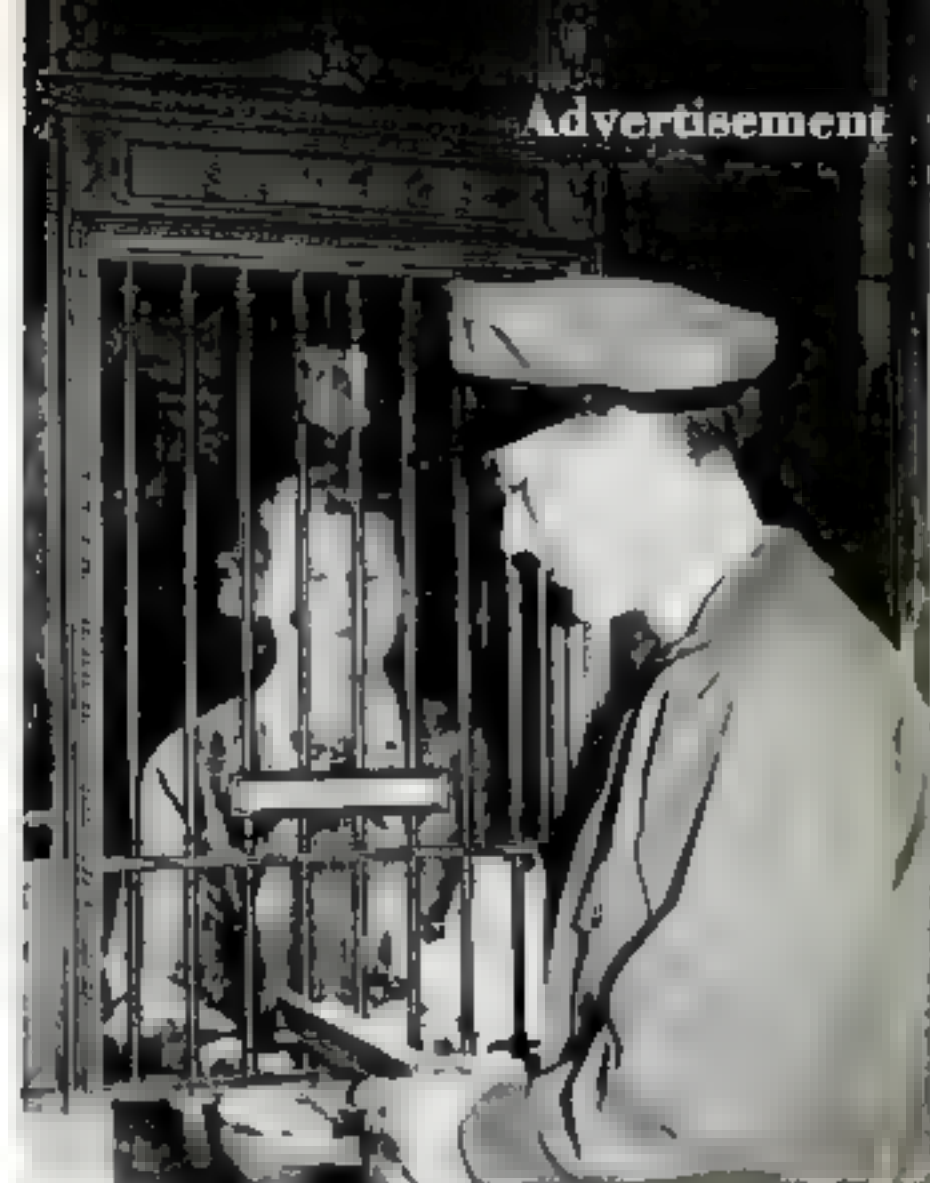
This large sum, which will create many new jobs this year, will be invested in every branch of the industry and in every state of the union.

As one of the nation's leading newspapers recently commented: "Much of the money, of course, is to be spent gambling—gambling, that is, on the possibility that oil is actually to be found under a certain piece of ground, gambling that oil demand

in a certain region will justify new and expensive refining and pipeline installations and the like. Such 'gambling,' or risk-taking to use the more conventional term, is of course implicit in the free-enterprise system, the risks being compensated for by the rewards to those who are successful.

"That free enterprise works is nowhere better illustrated than by the example of the oil industry and of the magnificent success it has had in meeting our vast and growing needs for essential petroleum products."

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.



OHIO: Gordon McFley, transport driver for an operator of a new bulk storage depot in Lima, Ohio, banks part of his pay. McFley says, "You can make plans for the future when you work in an industry as stable as the oil business."



CALIFORNIA: Roderick McPherson, operator of a new service station in Walnut Creek, looks over newly completed home with his wife. McPherson says: "Oil is a growing business. Thanks to the opportunities it offered me, our dream of owning our own home has come true."



COLORADO: Don Bettinger, now working as a pumper in one of the Julesburg Basin's new oil fields, shops with his wife, Roberta, in Sterling, Colo. Says Vince Quinn, supermarket manager: "Oil is putting a lot of new money into circulation here. It's sure helping our economy."

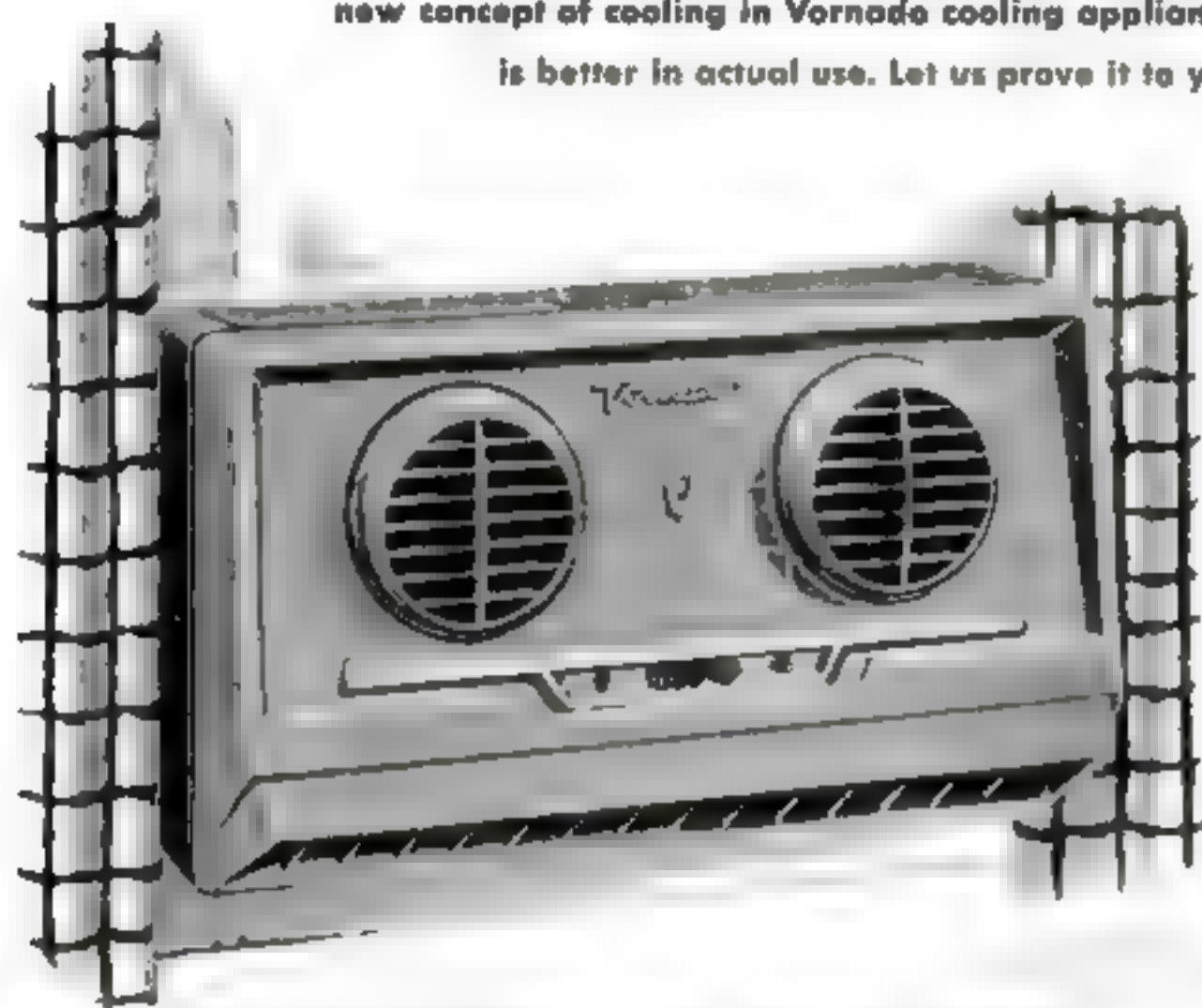
**MAKE
US
PROVE IT!**



Vornado®

**does things
no other air conditioner will do**

...Over 6,000,000 satisfied Vornado users know that the new concept of cooling in Vornado cooling appliances is better in actual use. Let us prove it to you!



Vornado Vortex Circulation...Vornado's exclusive "completely directional" air circulators give complete draft free circulation with penetration up to 30 feet, and eliminate "spot cooling."

Twin Cylinder Compressor...Demand a Twin-Cylinder compressor for greater cooling capacity.

Automatic Push Button Controls...No dials to turn, no lids to lift, no knobs to push or pull.



PRODUCTS OF THE O. A. SUTTON CORPORATION, WICHITA, KANSAS

Distributed in Canada by The EASY WASHING MACHINE CO., LTD., Toronto 10, Canada

Beat Hogan CONTINUED



SPIRIT OF THE DAY imbues Ed Cavey at Detroit course. He freezes supplicatingly as ball rolls across tricky green on toward hole—and stops short.

Even if you never baked one before, you'll get angel food like this with new Swans Down Mix!

Yes! You'll get angel food with all 4 "musts" of homemade angel food—the very first time!

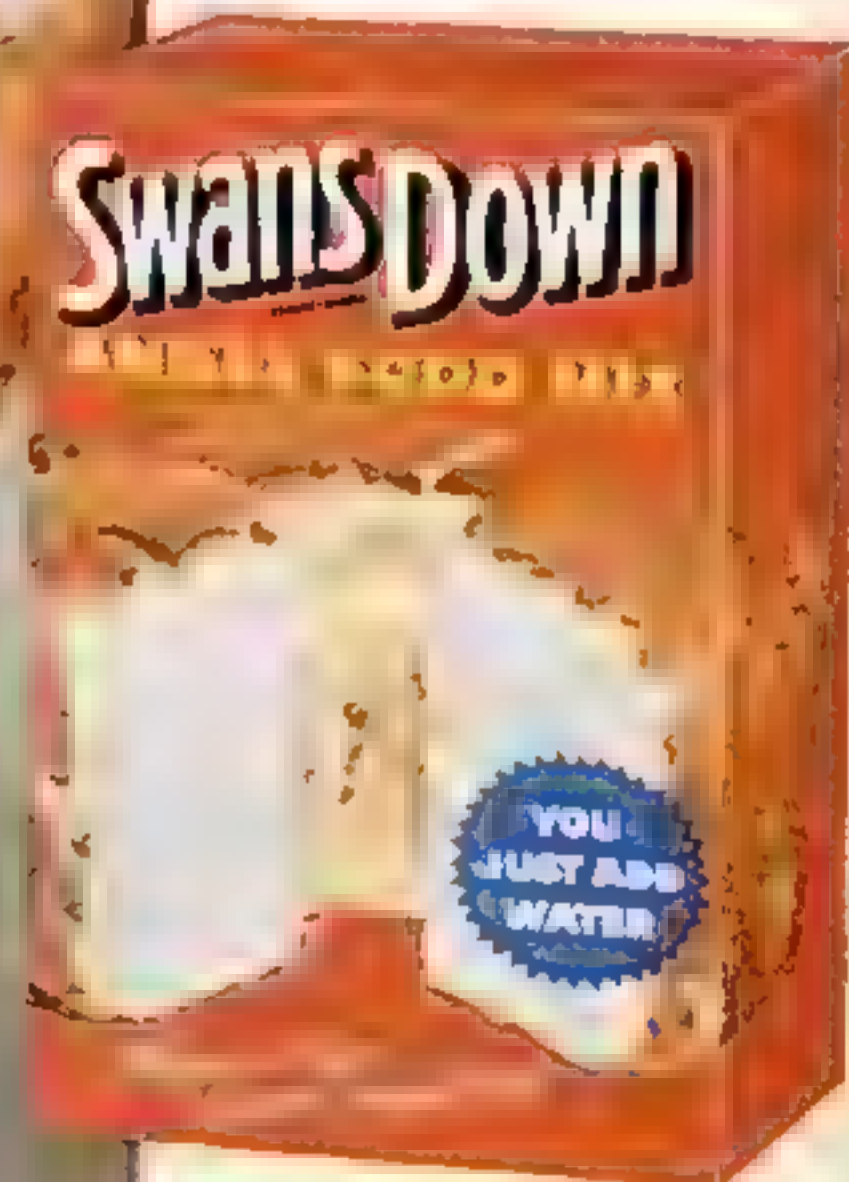
- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Home made taste

It's true! Your very first angel food will turn out as heavenly high, as angel-tender and moist as the finest homemade—with Swans Down Angel Food Mix.

It's so easy to get all 4 "musts" of homemade angel food with this new miracle mix. Nothing to add but water. Just follow the simple *a-b-c* directions on the box, and you're *sure* to get cake with home-made size, texture, moistness, taste.

Want to know why? It's because of specially wonderful ingredients. You see, Swans Down wasn't satisfied with the ingredients available when they created their new mix. So they had ingredients especially prepared to make sure *you'd* get the finest angel food on earth!

Today, thrill your family with a heavenly beauty made with Swans Down Angel Food Mix.



Products of General Foods

TODAY'S SHOPPING LIST

SWANS DOWN MIXES	{	WHITE	✓
		YELLOW	✓
		DEVIL'S FOOD	✓
		ANGEL FOOD	✓



*For a summer meal that's
simply delicious...*



Quick pure beef

Meat Balls with Gravy is only one of many Chef meals ready in minutes. Try also Chef Boy-Ar-Dee Spaghetti and Meat Balls, Spaghetti Dinners and Ravioli—all made with Chef's famous flavor blended sauce.


You can buy Chef's Spaghetti Sauce with Meat or Sauce with Mushrooms separately. Just heat and serve on your favorite dishes. So make one night a week "Chef Night." You'll save time, save money, serve wonderful meals!

Up goes flavor! Up go appetites... when you serve tender Chef Boy-Ar-Dee Meat Balls with Gravy on your rice, macaroni, potatoes or toast.

Chef top-grade beef meat balls are specially braised to keep in their natural juices. And they're simmered in rich, brown pan-style gravy. 10 big meat balls per can. Sold ready to heat and serve—about 14¢ a serving!

CHEF BOY-AR-DEE
MEAT BALLS with GRAVY





A QUIET LISTENER, Eleanor Dodge waits while a disturbed mental patient stands in an occupational therapy room and desperately tries to communicate with her.

A Nurse In Psychiatrics

YOUNG STUDENT HANDLES TOUGH TASK ON WAY TO GETTING HER R.N.

Photographed for LIFE by DAVID LINTON

The words the man is speaking are irrational. But the girl listens intently, trying to find in them something she can respond to. He is a patient from the "acute" wards of Boston Psychopathic Hospital and her job is to befriend him, help him emerge from his unreal world.

For the girl, Eleanor Dodge of North Adams, Mass., this moment brings her closer to her lifelong dream: to be a nurse. She has almost finished three years of exacting study, lab sessions, hard training in wards. Just ahead lies the time when she changes her striped student nurse's cap

for the coveted cap of the R.N. Then her career will begin.

Eleanor will achieve her ambition at a time when she is badly needed. The U.S. has a serious nationwide shortage of registered nurses. It needs at least 50,000 more. Too few girls share Eleanor's dream of a life that will bring more hard work than high pay, more personal responsibility than glamour. But it will also bring sudden moments of profound reward, when compassionate understanding and professional skill relieve the agony of a fellow human being. For Eleanor, these moments are enough.



LONG KEY CORD, which nurses wear securely tied around waist, stretches to key Eleanor has left in door of room while she steps inside to fill a hypodermic

syringe with atropine. Doors of medicine cabinets and acute wards are kept locked but keys are not flaunted before patients, thus averting "jailed" feeling.

'You think all the time'

In two hospitals before coming to Boston Psychopathic, Eleanor specialized for short periods in bedside procedures, in the precautions required to prevent contagion, and in what to do during tense moments in surgery. As a student nurse she learned all these things under supervision. After she graduates—from Franklin County (Mass.) Public Hospital's nursing school—and becomes an R.N. she will be on her own and have to make her own decisions.

When she came down for 12 weeks of training in psychiatric nursing at Boston Psychopathic, one of the nation's most progressive

mental hospitals, Eleanor expected to be low man on the totem pole. Surrounded by highly trained specialists (*below*) she thought her role might turn out to be that of a lackey.

Instead she found herself a vital member of the team. Because the student nurse spends so much time with patients, the doctors ask for her comments in hopes she may have picked up clues they have missed. "It isn't hard work physically," says Eleanor, "but it is a challenge to your mind. At any moment a patient might show what is troubling him. You think all the time, trying to find a way to help."



ELEANOR'S LAUGH helps her put the patients at their ease and make friends with them quickly.



WEEKLY CONFERENCE finds Eleanor (*right center, background*) listening to team of more than 25 people who have gathered to discuss a single patient's

case. A typical meeting might include director of hospital, psychiatrists, psychologists, social workers, nurses, student nurses, chaplain and ward attendants.



ELECTRIC SHOCK, a treatment designed to interrupt abnormal brain functions, finds Eleanor on hand to help patient during postshock recovery period.

A HELPING HAND (*right*) is offered by Eleanor to a patient after shock treatment. Though left dizzy and confused, the patient later becomes more lucid.



CONTINUED ON NEXT PAGE



A QUICK ADMONITION is needed to stop a lobotomy patient from nibbling on modeling clay

He meekly obeyed but soon put clay to his mouth again, thus requiring Eleanor's constant attention



TRIP TO BARBER is made less harrowing for nervous patients by presence of Eleanor

← A SIMPLE LESSON, how to tuck covers under a bed, is given to a lobotomy patient

Gentle word does its work

Unlike some nurses new to psychiatric nursing duty, Eleanor was not afraid of the patients, even violent ones. For she knew, and her companions soon learned, that a gentle, understanding word can penetrate the tortured loneliness of blurred mind more surely than any stern command or show of force.

For many patients Eleanor became a teacher. Some were loutish cases, hopelessly ill persons who, having failed to respond to all other treatments, have had a portion of their brains surgically severed. The operation sometimes relieves a patient's violence but at the same time destroys some of his old habit patterns. He may have to be patiently persuaded to do such simple tasks as dressing, using fork and spoon or making beds (*but oh, upshot—page 5*).

But lobotomy is a last resort. If possible each patient is kept calm, healthy and safe from self-inflicted harm while the key to his illness is sought. It was such a man to whom Eleanor carried dinner late one day (*left*). He lay in a seclusion room, deeply tormented by some unknown problem, and thrashed about on the bed. Student Nurse Dodge, calling up her twin resources of good training and feminine intuition, sat quietly cajoling him for 20 minutes. Then she won the minor triumph shown below.



COMPASSION'S REWARD comes when Eleanor brings food to disturbed patient (*left*). He turns away from her and rolls wildly about. But her gentle persuasion calms him. Finally he sits up (*above*).



IN GAMEROOM Eleanor plays pool with one of the patients, helping him to relax in a normal way.



AT DANCE, held for patients three times a week, Eleanor makes cheerful partner for lonely patient.



ON COURT with improved male patients and another nurse, Eleanor enters game of basketball. Of all psychotics at the hospital, 82% return to society.

Small favors speed recovery

After her 40 hours of weekly duty, Eleanor sometimes went home to visit. But much off-duty time she spent looking in on the varied activities of the patients.

These activities, coupled with a deliberately planned air of freedom, are vital parts of the hospital's program. Boston Psychopathic, a teaching and research center as well as a hospital, is headed by Dr. Harry C. Solomon, a man dedicated to helping patients readjust to normal joys. They attend dancing classes and lectures, conduct a patients' government, go on picnics outside the grounds, attend church, listen to the radio. With the pleasant company

of friendly nurses to help, many patients begin to lose their abnormal fears of life.

After her 12 weeks at the hospital Eleanor Dodge has not yet decided which branch of nursing will be hers. She may return to surgery or obstetrics. But of one thing she is sure. Her stay at Boston Psychopathic will make her a better nurse wherever she may be, for she has learned that physical pain is not the only type of suffering which needs easing. And she has seen that coaxing a patient into a game, or laughing with him at a joke, or simply sewing on a button (*opposite page*) may be as valuable therapy as the best medicine can be.



AT PATIENTS' COUNCIL on off-duty night, Eleanor listens quietly while patients run meeting.

STITCH IN TIME anchors button for patient. → Grateful, he offered Eleanor a bite out of his apple.



TRIAL BY TORTURE... HOW IT



ONE OF THE ROUGHEST ROADS IN THE WORLD is carefully kept that way to insure tough going at all times. Here, car and driver take the "hump" at high speed, exploring

every point of body stress to make your new car safer every way. 1,000 miles on this rugged contour course reveal more about a car than 10,000 miles of normal driving.



6 LANE EXPRESSWAY TO PROGRESS. Sweeping in an endless 4.7 mile oval, the 6 lane high-speed test track, most modern of its kind in the world, was engineered to extremely close tolerances. Its precision banks slope from 2° inside to 35° outside, permitting speeds up to 140 miles per hour without side thrust.

THESE SKIDDING, SPEEDING, CLIMBING CARS are undergoing the most grueling automotive shake-down modern engineers can devise. The place—Chrysler Corporation's vast new proving grounds at Chelsea, Michigan. The time—any hour of any day or night. For here, at the toughest passenger car test center of its kind, skilled drivers and engineers wheel new cars over 4,000 acres of the world's best and worst roads without stopping for a moment.

To these grounds from the best creative engineering teams in the country come a constant flow of new ideas—engines, transmissions, brakes, steering, wheels... anything that might wind up in a better car. Then, working around the clock, the testing engineers take over.

The process by which these men do their job is quite as dramatic as these pages show. New Chrysler Corporation cars and competitor's cars are put through thousands of miles of this rugged Trial by Torture. Then, transmissions, engines, steering, brakes and all other car components are disassembled and minutely examined, and compared part for part. An owner cannot learn as much about his car in 100,000 miles of normal

BRINGS YOU THE BEST 5 CARS IN THE U.S.A.!



GRADES EQUAL TO STEEPEST IN U.S. are daily routine on the "endurance run." Here's where engine, transmission and rear end get thorough proving for ruggedness, stamina and performance on the long pull.



ANCHORS AWEIGH could well be the cry when new models go sousing at full speed through the water trough. No water penetration will escape the scrutiny of any of these hard-to-please engineers.



LEVEL AS A BILLIARD TABLE, two straightaways like this provide controlled brake, acceleration and fuel economy testing areas approximating normal highway conditions. Sign clearly identifies "Stop & Go Testing."



HIGH DEGREE OF ACCURACY in reporting and recording test operations and the results obtained, swiftly turns facts and figures into more new car improvements that will benefit motorists sooner.

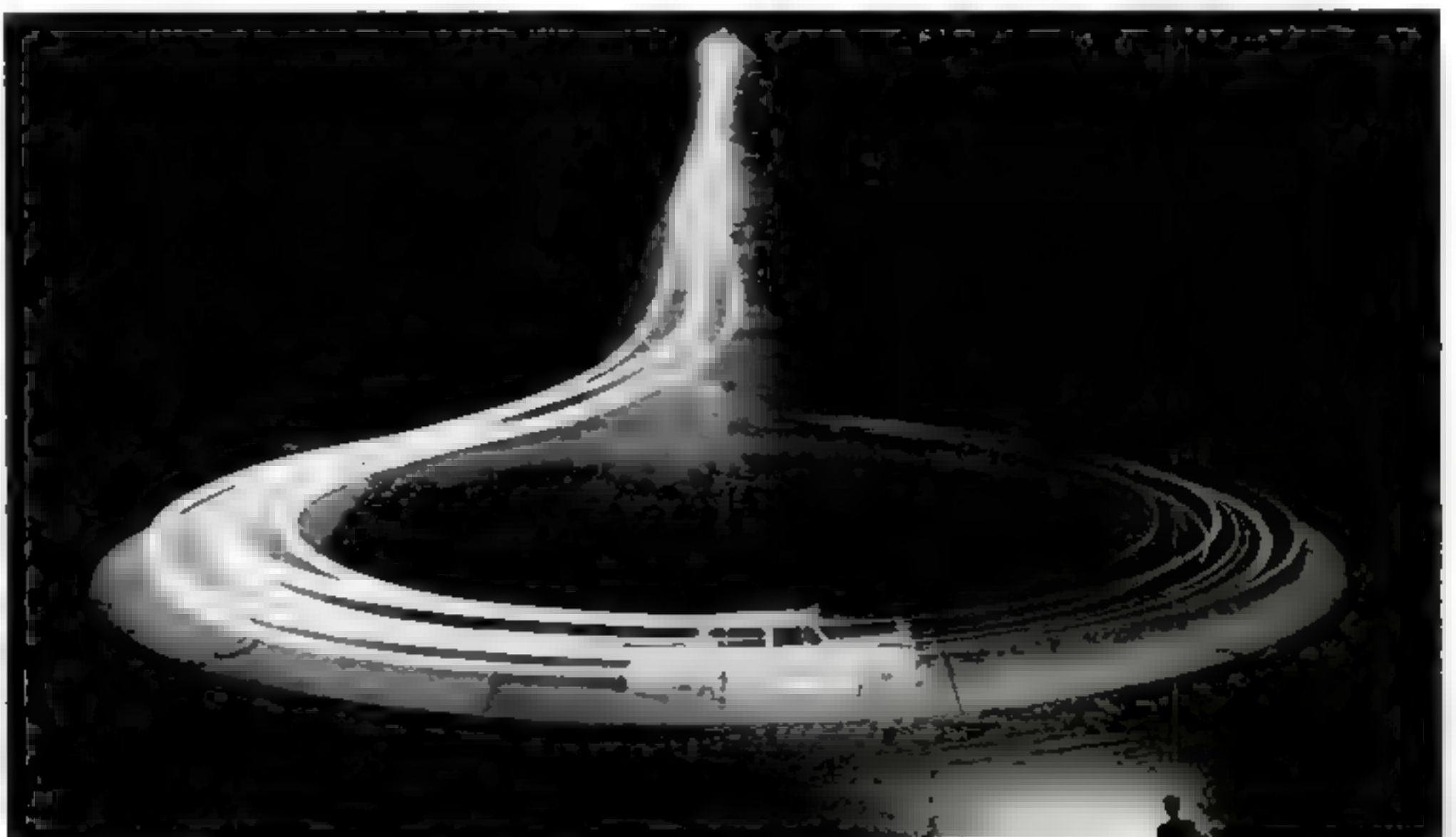
driving as these skilled engineers find out in 5,000 miles of this scientifically brutal treatment. The result: quality is proved and reproved to make sure your new Plymouth, Dodge, De Soto, Chrysler or Imperial car is the *best* car you ever owned—not only for the exciting advances it brings you, but because of the years of pleasant motoring built into it!

When you select a sparkling new car from the Chrysler Corporation family, no matter what price you choose to pay, you're getting the smartest buy of all!

Wonderful things keep coming
your way from

CHRYSLER CORPORATION

PLYMOUTH • DODGE • DE SOTO
CHRYSLER • IMPERIAL



INVERTED QUESTION MARK described by test car as it wheels on into the night symbolizes the unending quest of the men of the Proving Grounds for the right answers to the complex questions of modern automotive progress.



HUMOROUS VIEW OF SERIOUS PROBLEM is presented in this cartoon drawn for LIFE by Walt ("Pogo") Kelly. The President's plight is portrayed as that of

a school bus driver who has had motor trouble. While he studies a motor manual his irresponsible passengers "help" by indulging in assorted Katzenjammer Kids antics.

WHILE EISENHOWER PROPOSES THE OLD GUARD DISPOSES

The G.O.P. is in trouble because the President avoids politics and politicians evade responsibility

by JAMES L. McCONAUGHY JR.

TIME-LIFE Congressional Correspondent

IN private talks with his political and legislative advisers these days the head of the Republican party again and again reverts to his favorite question: "What's this party trying to do—commit suicide?"

Dwight Eisenhower was elected nearly two years ago to form a Republican administration with a mandate that was broad and clear: At home it was to reverse the pattern of continuing government control of business, reorganize the government's financial operations, halt the long-continuing drift of inflation. Abroad it was to stop the fighting in Korea and in general substitute a dynamic anti-Communist foreign policy for the static program of containment.

In some of its most important aspects the mandate has been fulfilled, and in others encouraging beginnings have been made. To fulfill it completely the President needed a comprehensive legislative program drawn up for and passed by Congress on a multitude of problems. Six months ago Eisenhower sent to Congress a series of requests for legislative action designed to carry out campaign promises. His program was popular and reasonable. A Republican Congress should have welcomed it and expedited its passage. But what has happened? Requests that were crucial to the over-all Administration program have been ignored, others have been turned down and some allowed to get bogged down in a web of endless delays (*box, next page*). Only last week, with the end of the congressional term bearing down on him, the President felt obliged to appeal by radio and TV to the nation as a whole to salvage his program.

Before he sent this program to Congress he issued a challenge to his party, saying that unless it could "develop and enact . . . a progressive, dynamic program enhancing the welfare of the people of our country . . . it does not deserve to remain in power." Is the G.O.P. then willfully trying, as Eisenhower impatiently asks, to kill itself? The answer is: no, but it has not yet figured out what it is living for. Many Republicans still behave as if a Democrat were President and they are duty bound to oppose him.

To shed some light on the motives and self-justifications of this group, we will examine in this article the case histories of 10 Republicans, five senators and five representatives, whose support of their own administration has ranged from lukewarm to icy. The common denominator of their politics is this: the President, even a Republican President, should confine himself to making suggestions for legislation and vetoing bills he disapproves of. He should not aggressively

seek to direct congressional action. From this it follows that these senators and congressmen feel they must vote under Republican Eisenhower just as they voted under Democrats Truman and Roosevelt.

Some of these 10 are national figures: John Bricker, for example, fancied himself as his party's president 10 years ago. Some are obscure names in newspaper stories that begin, "Congress today turned down President Eisenhower's request for . . ." They all speak for the wing of the party which holds that a President should reign but not rule.

This tradition reached its apogee when Admiral Dewey, acknowledging talk of his candidacy, allowed he could handle the job all right because all you had to do was sign whatever bills were passed by Congress. But the idea of a President who merely "signs here" has now become fantastic and disastrous. The complexities of modern government make it an anachronism.

Holdovers from Whiggery

THE only rationalization for a President who reigns but never rules comes from jealous congressmen who hold to a degraded version of the doctrine of the separation of powers: namely, that the proper state of relations between executive and legislature is unending warfare. The proper political label for these men would be Whigs, for they are holdovers from the party which last elected a President, Zachary Taylor, in 1848.

With notable exceptions—Lincoln and Theodore Roosevelt—Republican presidents have operated more or less on Whig doctrine, either by choice or because they had to, but Whiggery should not be confused with conservatism. Crusty Bob Taft understood the value of party discipline, as he demonstrated as leader of the Senate under Eisenhower when he organized the Congress whose workings he understood so well.

Dwight Eisenhower began his presidency with such a profound respect for Congress that it made him appear willing to take a back seat on policy and on legislation. His cooperative, gentle approach continues to mark a new era on Capitol Hill after the congressional taunts and demands that used to come from Truman and Roosevelt. The Republican Congress, however, has not responded with similar cooperation.

Congressional Quarterly gives the Republicans in Congress an over-all mark of 74%, or C-minus, on supporting the leader of their party. Comparatively, this is a good mark. In six years Harry Truman got less than half of what he asked of Congress. But Truman

asked for twice what he needed on the usually correct assumption that Congress would cut his programs in half. Eisenhower's recommendations are drawn up so they can be accepted, his budgets are realistic. Considering the appealing nature of his Republican program, C-minus for Republican support is a poor mark.

There are as many explanations of what is wrong with the Republican party as there are politicians in Washington. Most of the explanations are as wrong as the earthy Republican quip that "the G.O.P. is going through the 'change of life.'" Two theories in particular are mistaken:

► The Democratic line that the G.O.P. is incorrigible and the only way to support Ike is to vote Democratic: "We'll save him from the Republicans." Democrats have no thought of supporting a Republican president unless it is politically useful to themselves, i.e., eventually advancing the Democratic cause.

► "There's nothing the matter with the Republican program that couldn't be cured with a few more votes in Congress." This is a too simple explanation of the trouble. Additional Republican votes in Congress would obviously be desirable, particularly in the Senate where the party is actually in the minority. But if the additional votes were of the C-minus variety, they would not help in tackling the basic problem.

The real explanation of why Republicans will not support the No. 1 Republican lies half with the party, as represented in Congress, and half with the No. 1 Republican himself.

The President's other hat

EISENHOWER wears two hats, one as President—"President of all the U.S." as he describes it—and one as leader of the majority party. He has been slow to appreciate the second half of his job and slower still to perform its functions.

It is a vital part of his office. The presidential responsibilities have grown far beyond the confines of the original language of the Constitution. Presidents who were strong party leaders, like Jefferson, Jackson, Wilson and both Roosevelts, left deep imprints on their parties. Weak political leaders left their parties ripe for disintegration. Just as the nation as a whole looks to the President for leadership on vital problems, a responsibility nowhere mentioned in the Constitution, the political party also looks to the White House for guidance and direction.



CAPTAINS of G.O.P. team in Congress are, from left, Speaker of the House Martin, Senate Majority Leader Knowland and House Floor Leader Halleck.

THE REPUBLICANS CONTINUED

The bill of particulars against Eisenhower as a Republican political leader includes his failure to speak up on basic political issues. He dallied with the McCarthy problem for 20 months. At a recent press conference Eisenhower was so faint in his endorsement of the Randall Commission's recommendations on foreign trade that Washington reacted with the assumption that Clarence Randall was resigning, and the White House had to issue an official denial. Privately, Eisenhower is firm on both these questions. But Republicans, listening for cues from the White House, often have assumed their party's leader does not much care either way.

A seasoned politician who has studied six administrations at close hand describes the Eisenhower team as "the most politically inept group I have ever seen." The majority of Ike's cabinet, able men though they are, are politically inexperienced. Occasionally Eisenhower's liaison team performs magnificently on Capitol Hill, as when they pushed through the St. Lawrence Seaway after 20 years of Democratic failure. They are improving. But the absence of political savvy around Eisenhower has been quickly recognized by Republicans in Congress.

Eisenhower himself lacks the instinctive political touch. Early in his Administration, for example, he telephoned a key Republican and asked for his support in an important roll call about to be taken in the Senate. The senator was on record against the bill but agreed to half support his party's leader. He would absent himself and thus not vote either way. The incident occurred 15 months ago. The senator has never heard from the President since.

The loudest Republican complaint against the President as a party leader is that he is reluctant or unable to transfer his enormous personal popularity to party candidates. Republicans with tough races to run in Ohio, Massachusetts and Michigan are hoping for visits to their constituencies by the President to give them added votes. But Senator Henry Dworshak, who faces a hard run for re-election in Idaho where Eisenhower carried 43 out of the state's 44 counties, believes that an Eisenhower visit would neither help nor hurt him. Republican

candidates are depressed by the statistics of two years ago: then Eisenhower carried 297 congressional districts while his party's candidates for Congress won only 221.

EXCEPT for the period of the 80th Congress, the Republicans were the minority party between 1933 and 1953. Minority-mindedness became inbred. None of the present Republican senators served during Hoover's administration; only 14 Republican representatives can remember what it was like to support a Republican president. Those 20 years stultified the growth of Republican congressional leadership, especially in the Senate. After the deaths of the two most responsible Republican senators—Arthur Vandenberg and Robert Taft—Republicans had to reach down into the ranks for a leader. William Knowland, who was hand-picked by Taft, is young (45) for a senator; he was a senior at the University of California when Herbert Hoover was inaugurated. His political orientation is toward the majesty of the Senate. "The presidency and Congress are coequal" is a favorite Knowland phrase. This means that when Knowland's convictions as a senator conflict with those of his party's leader, Knowland behaves and votes as a senator. Thus, in the final roll call on the Bricker amendment, he theatrically moved out of his majority leader's seat and voted against the President.

In the House, Republican leadership has been far smoother. Speaker Joseph Martin supports Eisenhower most of the time and keeps it a secret when he disagrees. Floor Leader Charles Halleck and Chairman Leo Allen of the Rules Committee have switched from carping, sniping criticism of Democratic administrations to positive, constructive support for their own administration.

An unaccustomed majority

THE need for intelligent, forceful leadership in Congress is great because of the unwillingness of so many Republicans to adjust themselves to the unfamiliar situation

EISENHOWER'S RECORD IN CONGRESS

Tax Program
St. Lawrence Seaway
Social Security Expansion
Blocking of Bricker Amendment
General Support Foreign Policy

\$3.5 Billion Foreign Aid Program
Internal Security Program
Raising Debt Limit
\$250 Million Increase in Postal Rates
Public Housing Program

Foreign Trade Liberalization
Hawaiian Statehood
Flexible Price Supports
18-Year-Old Vote
Taft-Hartley Modification

SCORE of the team on getting legislature requested by the President through Congress is shown above. Items at top have either become law or are almost certain to. Those in middle, with question mark, are still in doubt. Those at bottom, crossed out, either have been or are virtually sure of being killed.



HAPPY TEAMMATES in 1952, Eisenhower and Senator Milton Young are no longer on friendly terms. But this picture still hangs on senator's wall

of being in the majority. Many of the 266 Republicans in the House and the Senate pride themselves on voting under a Republican administration just as they did under Democratic presidents. "I must vote my convictions" is their common apology for failure to support their party's new leadership. They ignore the fundamental fact that the statesmen of the postwar Republican party—Vandenberg, Taft, Joe Martin—altered their positions as circumstances changed.

THE five senators and five congressmen whose records and motives are reported on below were singled out not because they are the worst of the party or because they are the only ones still obstructing their own administration. They merit detailed examination because together they provide a composite portrait of the Rock Age Republican.

'You feel like an outcast'

SENATOR MILTON YOUNG of North Dakota is a man who could be induced to support the Administration more and more if the White House bothered to cultivate him. Milt Young was originally a fervid isolationist. Arthur Vandenberg converted him to follow the internationalist line on foreign policy. One day Young complained, "Van, I just can't go along on this next vote." Vandenberg said, "That's all right, Milt. Everybody's entitled to a vacation now and then."

On the wall of Young's outer office is a picture from the 1952 campaign showing Eisenhower with his arm around Milt Young's shoulders and both of them grinning like brothers. Two years later Young is on the verge of bitterness. In private conversations he calls the White House "The Palace" and complains, "You don't feel like a Republican any more. You feel like an outcast."

He has received no White House attention, attention that he rightfully expects and deserves as a senior member of the Appropriations Committee, No. 2 Republican on the Agriculture and Forestry Committee and secretary of the Republican caucus. He has met only one of Eisenhower's congressional liaison men and that was a five-minute introductory visit over a year ago.

This spring the Congress finally passed a bill to survey the possibility of restoring the

ARTHUR GODFREY SAYS,

"Take it from me,

BUFFERIN[®]

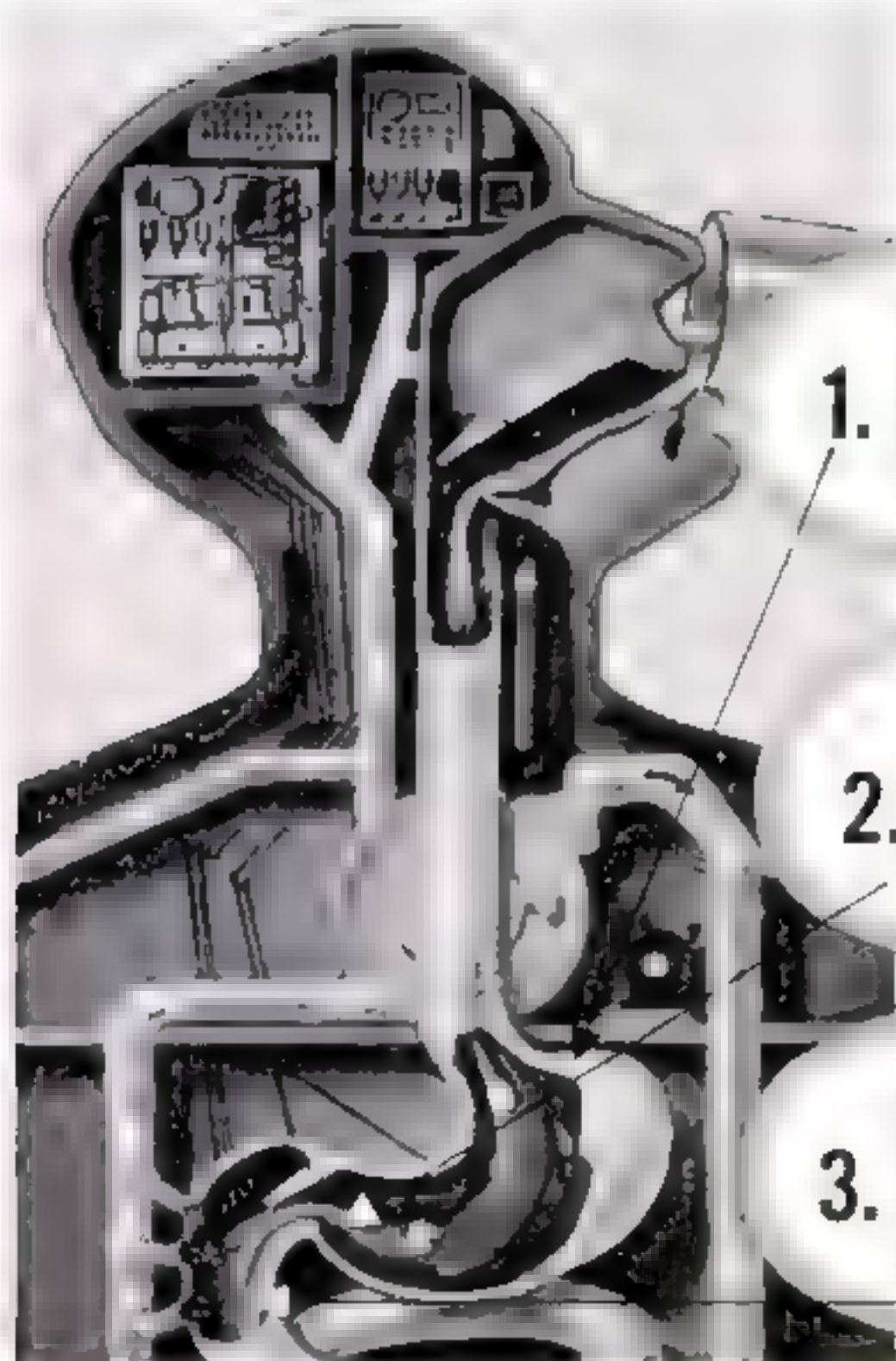
works just as they say.

twice as fast
as aspirin!"

Won't upset your stomach



Here's proof!



1.

Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2.

Bufferin combines aspirin with two antacid ingredients; gets the pain reliever into the blood stream twice as fast as aspirin.

3.

So Bufferin acts twice as fast as aspirin to relieve pain. Take two Bufferin tablets the next time pain strikes and get fast relief!

A PRODUCT OF BRYDOL-MYERS

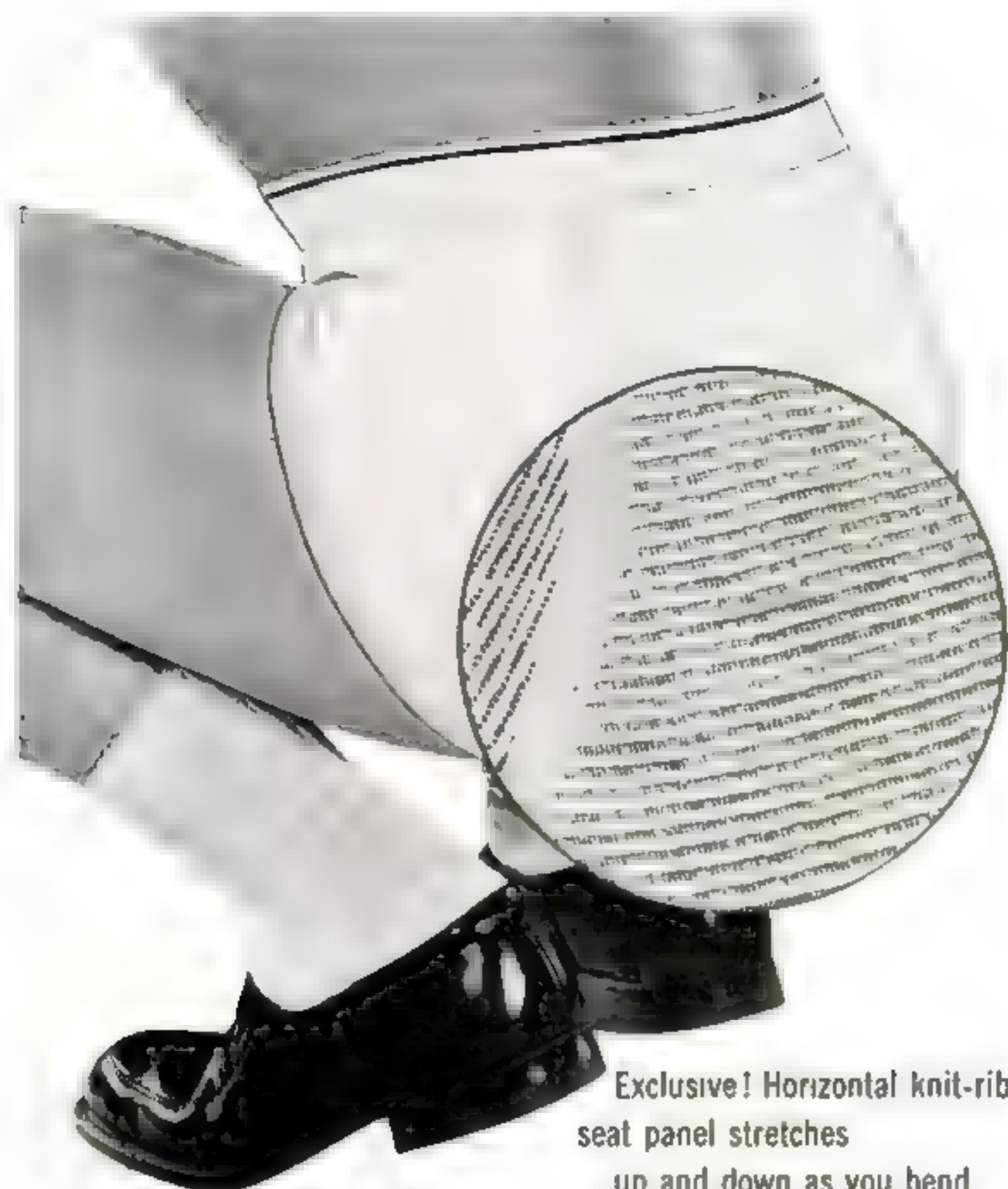


"Next time you have a headache, a pain or a cold, do what I do. Take two Bufferin tablets and get relief fast... and I mean twice as fast as aspirin!"



BUFFERIN IS
AVAILABLE THROUGHOUT
CANADA TODAY

If you suffer pain of arthritis or rheumatism, ask your physician about Bufferin.



Exclusive! Horizontal knit-rib
seat panel stretches
up and down as you bend

Comfortable as your skin . . .

Munsingwear

Stretchy-seat

Briefs

\$1.00

Look for the green stripe



Exclusive! Munsingwear's patented comfort-pouch gives ideal support. Special vertical-fly is self-adjusting. New elastic waistband has heat-resistant rubber to withstand normal laundry heat—guaranteed to last the life of the garment!

Guaranteed not to shrink out of fit

Munsingwear



Halfways
\$1.50



Skin-highs
\$1.95



3/4 Longies
\$1.95



Longies
\$2.25

Munsingwear for men's and boys' underwear, sleepwear and sports shirts. Write Munsingwear, Inc., Minneapolis, Minn., for the stores nearest you. Manufactured and sold in Canada by Stanfield's Ltd.

THE REPUBLICANS CONTINUED

old Ford's Theater in Washington to the condition it was in when Abraham Lincoln was shot there. Milt Young had been working on the bill for eight years. His administrative assistant phoned a White House acquaintance to say that it would be a nice gesture if Eisenhower asked Young to come down when the bill was signed. The White House reported back, "No, it would be too much of a strain on the President."

Eisenhower carried North Dakota by 71.4%. Despite the unpopularity of the "Benson farm plan," he would probably carry the state again today—but by a narrow margin. Milt Young, when he comes up for re-election in 1956, figures that Eisenhower's popularity will be useless to him. "It isn't a question of how far to go with Eisenhower to be re-elected, it's a question of how far *not* to go in order to be re-elected. The economic problems of North Dakota just don't fit in with the President's program."

In 18 months Young has voted against Eisenhower 30 times, for him 41.

'I'm not voting against the Administration at all'



CONGRESSMAN NOAH MORGAN MASON is peppery and breezy in rationalizing his 21% support of his party leaders in 1953: "I'm not voting against the Administration at all, but I do vote against the program the Truman administration wanted and since it's the same program, I am still against it." He is 95% for Joe McCarthy, "1,000% for the Bricker amendment" but slightly less than 50% in favor of the President's program.

Mason, who looks something like a pint-sized Santa Claus, boasts of a 5½-inch chest expansion ("So does my son; I've never measured my daughter's"). This remarkable lung capacity enables him at the age of 71 to swim three miles daily during his summer vacation month and during the other 11 months to scold the Eisenhower wing of his party for aping Truman and Franklin Roosevelt.

He was born on a farm near Cardiff, Wales, the 12th of 13 children. His father moved to northern Illinois when Noah was 6. Noah eventually became a school superintendent in Oglesby, Ill. When the city's treasury got in a mess, Mason moved in and straightened it out. He was elected to Congress in 1936.

He gets to his office by 7 o'clock weekday mornings and stays there for 11 hours. He is usually asleep by 8:30. His legislative interests are taxes, trade (he opposes foreign trade) and social security (he would prefer the Townsend Plan).

Mason is a considerable ham, but a very likable one. He is a personal favorite among all congressmen, even liberal Democrats. He insists he must represent the wishes of his people but he adds, apropos of his weekly newsletter to his constituents, "It helps maybe to guide the thinking of my people a little bit."

'I'm not going to take the easy way'



CONGRESSMAN HAROLD ROYCE GROSS, whose Third Iowa District includes some of the country's richest farm land, is anti-Eisenhower as a matter of principle: "I'm not going to repudiate my past votes. I am not going to toss my convictions overboard." He is a bitter opponent of foreign trade liberalization, of the farm program and of any kind of foreign aid. Last year he voted against the Administration 25 out of 34 times; this year he finds he can support less than half of Eisenhower's program.

Gross is a slight, sharp-featured little man who wears loud neckties and a permanently worried expression. A onetime newspaper reporter, he got into politics via radio broadcasting. He takes his job as congressman very seriously. In three terms he has missed not one meeting of his House committee (Post Office and Civil Service) and only a handful of House roll calls. He was re-elected by 52,000 votes in 1952—about 5,000 behind Eisenhower—and he won handsomely in the Republican primary this year.

CONTINUED ON PAGE 130

Quickest, Easiest
ICE CREAM...EVER!



AND SO DELICIOUS MADE WITH

Royal INSTANT Pudding

- ★ READY TO FREEZE IN 1 MINUTE!
 - ★ CUTS FREEZING TIME IN 1/2!
 - ★ COSTS ONLY PENNIES PER SERVING!
- MIX ONCE...FREEZE ONCE...SERVE!**
NO "SECOND MIX AND FREEZE" NECESSARY

Now you can serve the most delicious, mouth-watering summertime desserts you ever, ever tasted. Ice cream, frozen pops and cups, parfaits, sherbets, and many more, are supremely easy to make with ROYAL INSTANT PUDDING. Above all, you can always serve ROYAL as a delicious *instant* pudding. Try the richer, deeper flavor of ROYAL INSTANT PUDDING, today!



SEE RECIPE ON PACKAGE

WITH THAT **ROYAL** "MELT-IN-YOUR-MOUTH" FLAVOR!

CHOCOLATE • VANILLA • BUTTERSCOTCH • COCONUT CREAM

Oh boy! and
FROZEN
POPS and CUPS
 too!



ROYAL
 Pops and Cups

RECIPES

Great summertime "coolers", even a child can make them!

Chocolate Pops: Add contents of Royal Chocolate Instant Pudding package to 2 cups water in mixing bowl... beat 1 minute... pour into paper cups and set in freezing compartment (fast freeze)... when partly frozen, insert wooden spoons... freeze until firm. *Makes Six Pops.*

Orange Pops: Prepare Royal Vanilla Instant Pudding using 1 cup water and 1 cup orange juice. Freeze Pops as above. Try pineapple juice or root beer in place of orange juice.

Ice Cream Cups—Follow directions on package for Ice Cream. Freeze as for Pops.



Feed your dog like this Dash-fed champion!

Champion Yabu El Myia—a majestic Afghan—is kept in superb condition with the help of Dash. Your dog, too, deserves Dash! For Dash is fortified with liver—richest of all meats in protein, minerals and vitamins. These essential nutrients are supplemented with the proper amounts of carbohydrates and natural fats to make Dash a complete dog food—to help your dog look and feel his best—all of the time! And the seal on every can of Dash tells you it's pure and healthful, because Dash is prepared under the direct supervision of the United States Department of Agriculture.

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



A product of Armour and Company

THE REPUBLICANS CONTINUED

Gross worries about the changes in his party since 1952 but not about himself. He is proud of his consistency. He explains, "You have no strong virile party if you continue to do the things [as a member of the majority] you were condemning as the opposition. . . . Sure, the easy way is to go along with the Administration but I'm not going to take the easy way."

'We're going to make him into a good president'



SENATOR GEORGE WILSON MALONE of Nevada calls Eisenhower "my personal friend. I would go out and fight for him any time." Malone, who likes to be called "Molly," would not, however, necessarily vote for his friend. In 18 months he has voted anti-Eisenhower 35 times, pro-Eisenhower 31.

A civil engineer who helped build Hoover Dam and California's Central Valley Project, Malone looks 20 years younger than his 63 years. He boasts he can still rope a calf once out of four tries. He entered the Republican primary in Nevada in 1946 because "I

just got so God damn mad at what was going on, and I'm still mad." In 1952 he was barely re-elected by 2,722 votes, and then only because Democratic Senator Pat McCarran, whose personal candidate had been licked in his own party's primaries, switched his organizational support to Republican Malone in the general election.

Molly Malone's mind is made up on two subjects: 1) "The fight on the Senate floor is not for or anti President Eisenhower . . . the fight is whether the legislative branch is going to be a satellite just like it's been for 20 years. . . . After all, the Congress has to make the policy for the Republican party." 2) Low tariffs are the cause of most of America's troubles.

He has toured the world as a senator and claims to have visited every nation on the globe except Russia. After each trip abroad Malone returns even more convinced of the evils of foreign trade. At his first Republican caucus in 1946 Malone remarked, "All these sons of bitches need is a referee in bankruptcy."

Molly Malone will never follow the political leadership of his good friend Dwight Eisenhower. He hopes it may happen the other way. "I think we're going to make him into a good president."

Dwight Eisenhower treats Malone with Job-like patience. The weekend after he cast his vote to kill Hawaiian statehood, Malone played golf with the President. Back in the locker room Eisenhower gingerly broached the subject of the Hawaii vote. Molly dismissed the subject with a wave of his hand: "I sure took you off the hook on that one."

'I'm a New Deal Democrat domestically'



CONGRESSMAN ALVIN O'KONSKI of Wisconsin feels absolutely no compunction to go along merely because he and Eisenhower are both Republicans: "I've got to vote to please my people." His people, in Wisconsin's 10th District, are largely Scandinavian Protestants and instinctive New Dealers. Fifty-year-old, black-haired O'Konski is of Polish descent, married to a Catholic, and a Republican. But he avoids the party label at home, votes for domestic social legislation and against internationalist proposals, and keeps getting re-elected by whopping majorities.

When Secretary of Agriculture Ezra Taft Benson cut dairy price supports, O'Konski immediately called for Benson's resignation. He sent out circular letters to 48,000 constituents excoriating the dairy order and asking them to withhold judgment until the St. Lawrence Seaway and the social security legislation were enacted: "If I hadn't done that, my goose would have been cooked."

O'Konski opposes Eisenhower on taxes (he wants to increase personal exemptions), is against foreign aid, against reciprocal trade, against raising postal rates, against the farm program, against increasing the debt limit. He favors the Bricker amendment. "I'm a New Deal Democrat domestically and a rabid conservative internationally. It's a hell of a mix," he explains. "If I were to vote 100% pro-Administration I'd not come back. . . ."

✓ Check these "worth more" features!

They tell you why the '54 Ford is America's Worth More Car

What you *get* for your money when you buy a new car determines how much pleasure it will give you while you own it. That's why, *before you buy any car*, it will pay you to visit a Ford dealer and

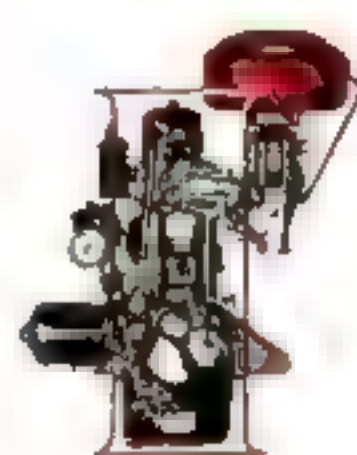
check Ford's many "Worth More" features—why it will be to your advantage to take a comprehensive Test Drive. No matter what kind of a car you are used to, chances are that one of the 28 Ford

models will suit you to a "T." And, remember, Ford also offers as optional equipment, Master-Guide Power Steering, Swift Sure Power Brakes, Power-Lift Windows and 4-Way Power Seat.



Y-block V-8

Ford's new 130-h.p. overhead-valve engine is America's most modern eight . . . the only V-8 in its field. Its extra-deep block is more rigid for smoother, quieter high-compression "Go." Low-friction design means more miles per gallon.



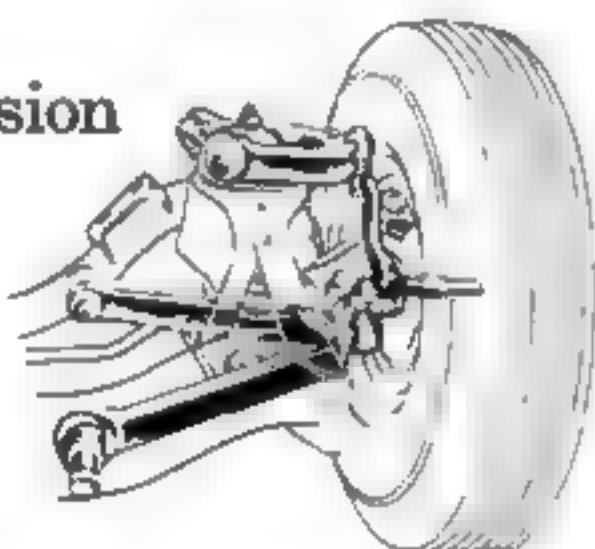
I-block Six

Every other six-cylinder engine on the road is outdated by this new 115-h.p. overhead-valve engine. Like the Y-block V-8, it has deep-block build, low-friction design, and power-boosting high-turbulence combustion chambers.



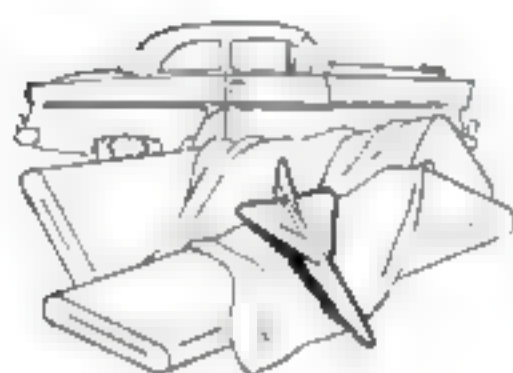
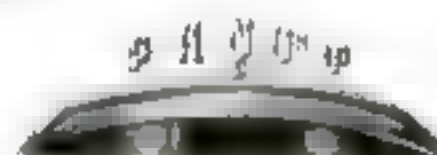
Ball-Joint Front Suspension

It helps gentle your travel on even the roughest road surfaces . . . maintains that "new car" ease of handling . . . keeps front wheels in line far longer. And only Ford in the low-price field has it.



Fordomatic Drive*

Unlike other "drives" in Ford's field, Fordomatic has an automatic intermediate gear. It gives you extra "Go" whenever you want it. Climbing hills or passing is easier.



Beauty

Ford's crisp, clean, exterior lines are matched by the tailored beauty of the interiors. Upholsteries and trim are lovely to look at and noted for their ability to *stay* that way.

Ford



Worth more when you buy it
Worth more when you sell it



GREAT TV! FORD THEATRE

*At extra cost.



I.W. HARPER

The Gold Medal Whiskey

ANNOUNCES

An Inviting New Price



*A dividend for old friends
An invitation to new friends*

Kentucky Straight
PRIZED BOURBON
BOTTLED IN BOND • 100 PROOF

Same fine quality as always

...it's always a pleasure

— SINCE 1872



I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY

'I've got to live with myself'



CONGRESSMAN WINT SMITH of Kansas frets about his nonsupport of Ike. Last year his effective support was 47%, this year it is down to 23.

In his private conversations, Smith sometimes appears to gloat about his rejection of Eisenhower's program. But he is basically a disturbed and worried man: "I recognize my obligation as a Republican, but when you find yourself in disagreement what's the representative to do? Vote his own convictions, or follow along blindly? In strict analysis, there isn't any use to electing a Congress if they're going to follow

the leadership . . . one of the things we campaigned against was usurpation of power by the executive. . . . If I voted against things when Truman was President, I can't in good conscience change overnight. . . ."

Wint Smith is a huge, burly man (6-feet 4-inches, 240 pounds) with a thick fringe around his bald pate and a soft voice. He grew up on a Kansas farm and dreamed of going to Harvard Law School. In France, in World War I, he ran into Harvard graduates "who were always looking for somebody from Hahvud, Hahvud, so I said to hell with them and went to Yale Law School instead." He had brilliant combat records in both wars and in 1946 the Republicans of rural, northwestern Kansas elected him to Congress as a war hero.

Smith works hard at his job of reaching his own convictions and not changing his mind "overnight." He is in his office by 8 a.m., works until 6, eats dinner and listens to the radio commentators in his apartment a block from the office, and at 7:15 p.m. returns to work. He reads everything financial, economic and political that crosses his desk and even subscribes to the *Import Bulletin*—"so I can see what is coming into the country."

"I'm uncomfortable," he complains softly in between puffs of his ever-present cigaret. "After all, I've got to live with myself and I'm not going to follow along on some issues that I think are detrimental to the country's welfare and the people of my district. . . . I have nothing but admiration for General Eisenhower . . . but in my opinion there are a lot of people who've been giving him advice who are sympathetic to social progress ideas. . . ."

'They expect me to analyze and think'



SENATOR ANDREW SCHOEPFEL is up for re-election in Kansas this year, a fact which accounts for his sudden and increasing support of Kansas Eisenhower. He supported the President 55% of the time in 1953; this year his average is up to 70%, and he goes along on practically all of his party leader's domestic program. But he parts company on raising the debt limit, foreign trade, foreign aid, the Bricker Amendment and general foreign policy, which he blames on Dulles. A devoted Taft man, he grew up in a German-Russian community in rural Kansas. He has been

in politics from city councilman to governor and senator all his adult life. Schoepfel acknowledges the tug from back home to support the party leadership—"They expect us to go down the line pretty generally"—and he has stopped muttering against Eisenhower's international policies: "I'm not going to be against the President just to be against . . . [but] the people of my state would kick you into the Kaw River if they thought you were a yes-man. They expect me to analyze and think."

Schoepfel is at a kind of Republican crossroads. He almost surely will be elected. What kind of support he gives his party in the next two years depends on the future political climate, for though he is sometimes a rebel in Kansas politics, Schoepfel likes to be with the winner. If Eisenhower develops into a strong, successful leader of his party, Schoepfel will go along. But he is analyzing and thinking how he can win re-election all by himself: he hasn't asked the President to visit Kansas and he thinks his lukewarm support of the Eisenhower program is good enough over-all so it will not bother him in the campaign.

CONTINUED ON NEXT PAGE



New low-cost
room
cooling!

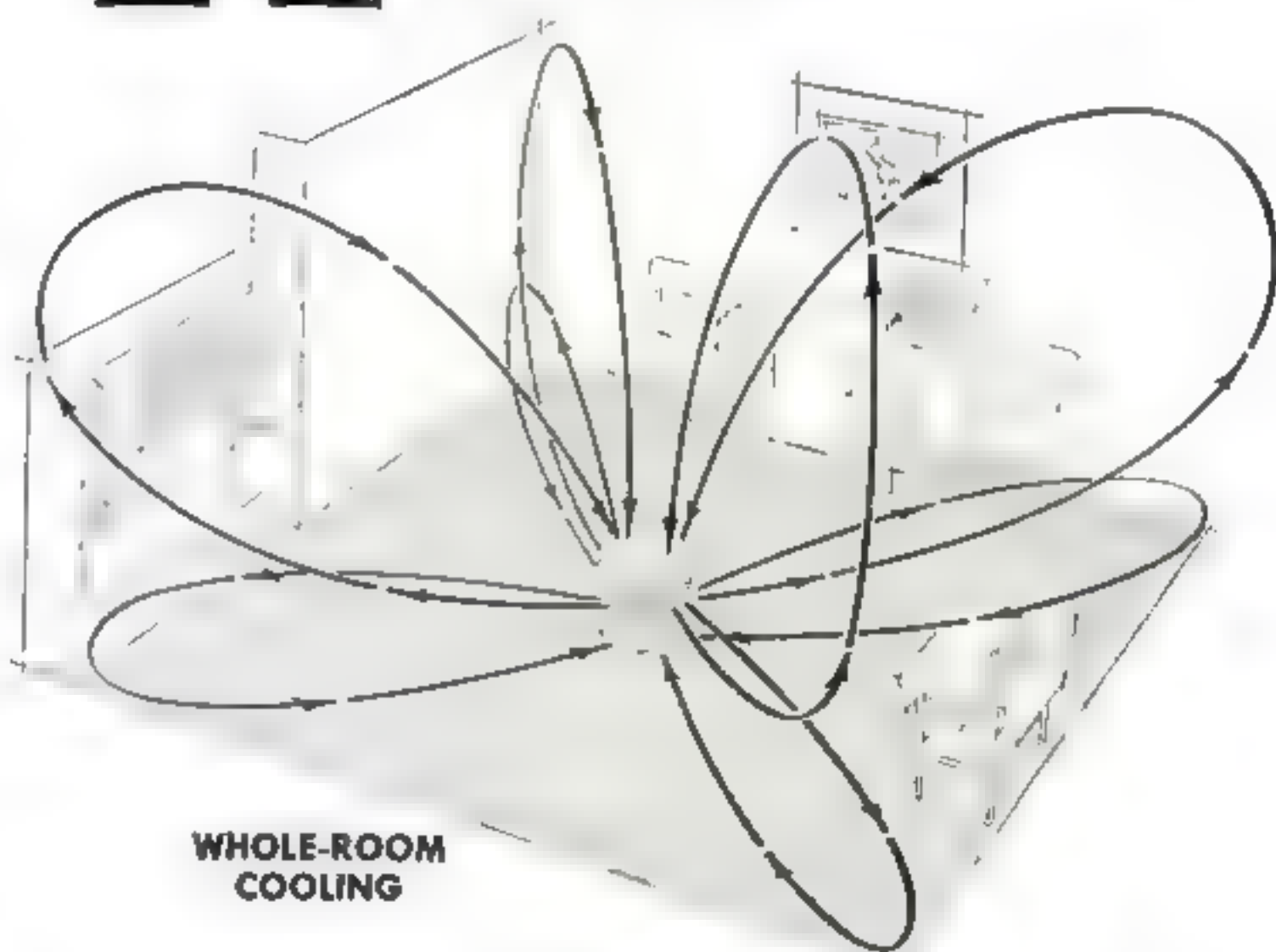


FLOOR CIRCULATOR

only \$64⁹⁵*



TWO FANS IN ONE! Two sets of powerful blades send air swirling from wall to wall, from floor to ceiling. Cools your whole room!



**WHOLE-ROOM
COOLING**

G. E.'s New Floor Circulator keeps you wonderfully cool. Does the work of several ordinary fans. It's the truly low-cost way to stay comfortable at home or in the office. And remember—no installation fees, either!

Safety Design!

Notice the special narrow louvers—the grill-guard. This fan is designed for the safety of children and pets!

Use it as Furniture!

Smart, frost-gray finish blends with any

décor. G. E.'s Floor Circulator can be used year round as a hassock, coffee table or TV seat.

Immediate Replacement Warranty!

Because G-E Fans are so dependable—G. E. actually dares give this full-year warranty. Show your dealer any defect, and he'll give you a new fan—on the spot! G-E Fans as low as \$17.95*

*Manufacturer's recommended retail or Fair Trade price. General Electric Company Small Appliance Division, Bridgeport 2, Connecticut.

More people use G-E Fans than any other brand.

GENERAL  ELECTRIC

MORE SANITARY

'cause they're
disposable!



Chux® DISPOSABLE DIAPERS

Softer 'cause
they're cottoned!

• For sample of the new Chux, send 10¢
in coin to Chux Baby Products, Dept.
L-41, 47 Worth Street, New York 13, N.Y.

THE REPUBLICANS CONTINUED

'There isn't a word of criticism in there'



SENATOR WILLIAM JENNER is thoroughly politically minded and conscious of party unity. He will not declare himself on the President's farm program, for instance, because there are 10 Indiana Republicans in the House and "it wouldn't help them at all, now, would it, if I'm on record one way and they all vote the other." It obviously has never occurred to him that he could help his party even more by using his influence on the 10 congressmen to get their support for the head of the party's program.

Jenner has voted for the President about twice as often as he has voted against him. He is honestly amazed at the suggestion that some of his actions have been critical of the Administration. In a recent speech he exhorted the present "Acheson legacy in American foreign policy." "There isn't a word of criticism in there critical of the Administration," he says. When the White House fired Indianan Clarence Manion from the chairmanship of the President's Commission on Intergovernmental Relations, Jenner praised him as a "fine American statesman" on the Senate floor and said, "I am shocked." Was that critical? "No, it was a local situation, it wouldn't have anything to do with not supporting the Administration. . . . Ike didn't fire him; Sherman Adams lowered the boom."

On the critical Hawaii issue the Republicans needed every vote they could get, but Jenner gave his to Pat McCarran. McCarran phoned from a sick bed in Nevada that he was planning to come East and vote despite his doctor's orders unless Jenner gave him a "live pair"—i.e., abstain so as to cancel out the absent McCarran. Jenner obliged.

"Ike brought in grace and calm and dignity that we had lost in Washington," Jenner reminds political audiences. The President also brought in Bill Jenner, who faced the re-election fight of his life in 1952 and almost surely would have been defeated without the Eisenhower landslide. In the political climate of 19 months later, however, no one has disabused Bill Jenner of the notion that average support of his party leader—C minus support—is all that is expected of him.

'A senator is elected the same as the president'



SENATOR JOHN BRICKER of Ohio has been a Republican politician since 1923, was the vice presidential candidate 10 years ago, but he feels no particular tugs of political devotion to the new leadership of his Republican party.

Bricker rates Eisenhower's legislative program on a par with the 1952 Republican platform: no Republican senator should oppose either unless he has good convictions on which to base his opposition. Except for his constitutional amendment to limit the President's treaty-making power, which he will reintroduce on the first day of

the 81st Congress ("it will be enacted one of these days," he says patiently), Bricker has carefully avoided conflict with the President. He is against statehood for Hawaii, but he voted with his party against Democratic maneuvers to kill it parliamentarily by linking it with Alaskan statehood. He is against giving the vote to 18-year-olds, but to avoid voting against the President he missed that roll call. (The vote was one of the very rare ones when not one Republican was recorded against Eisenhower, though almost a third of the party abstained.)

Lacking any stimulus to follow new party leadership, John Bricker is impressed by the majesty of his Senate seat, which he will occupy until 1959. "A member of the Senate," he says with great dignity, "has his responsibilities . . . the President's job is to recommend and to veto . . . the congressman has the responsibility for passing the laws . . . a senator is elected the same as the President by the people of the state." There is no reference to the fact that Bricker is a Republican senator and that, for the first time in 20 years, the Administration also happens to be Republican.

NATURE

IN HER OWN SURE WAY

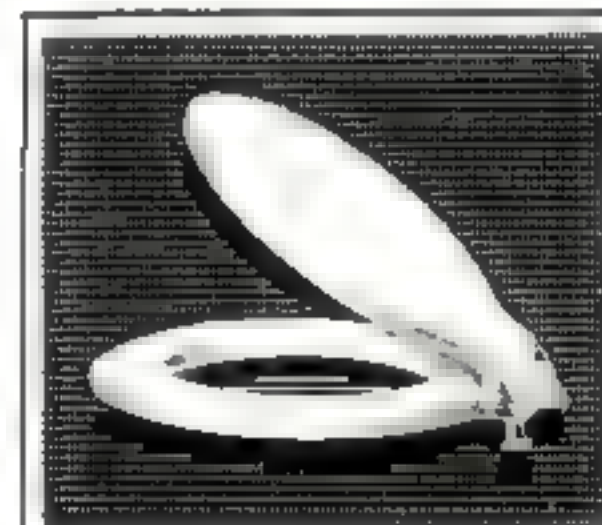
put the
flavor in

P.A.



PRINCE ALBERT

America's largest-selling smoking tobacco



Stasco

the seat of
good housekeeping

For sale by your plumber

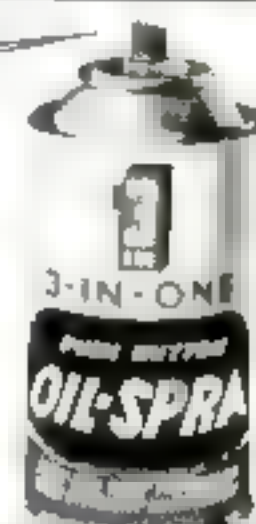
STANDARD TANK & SEAT COMPANY

© 1954 STASCO

NEW!

OIL MIST SPRAY!

3-IN-ONE's Oil-Spra protects tools with fine mist of oil! Press button for penetrating oil spray! It's so easy to use!

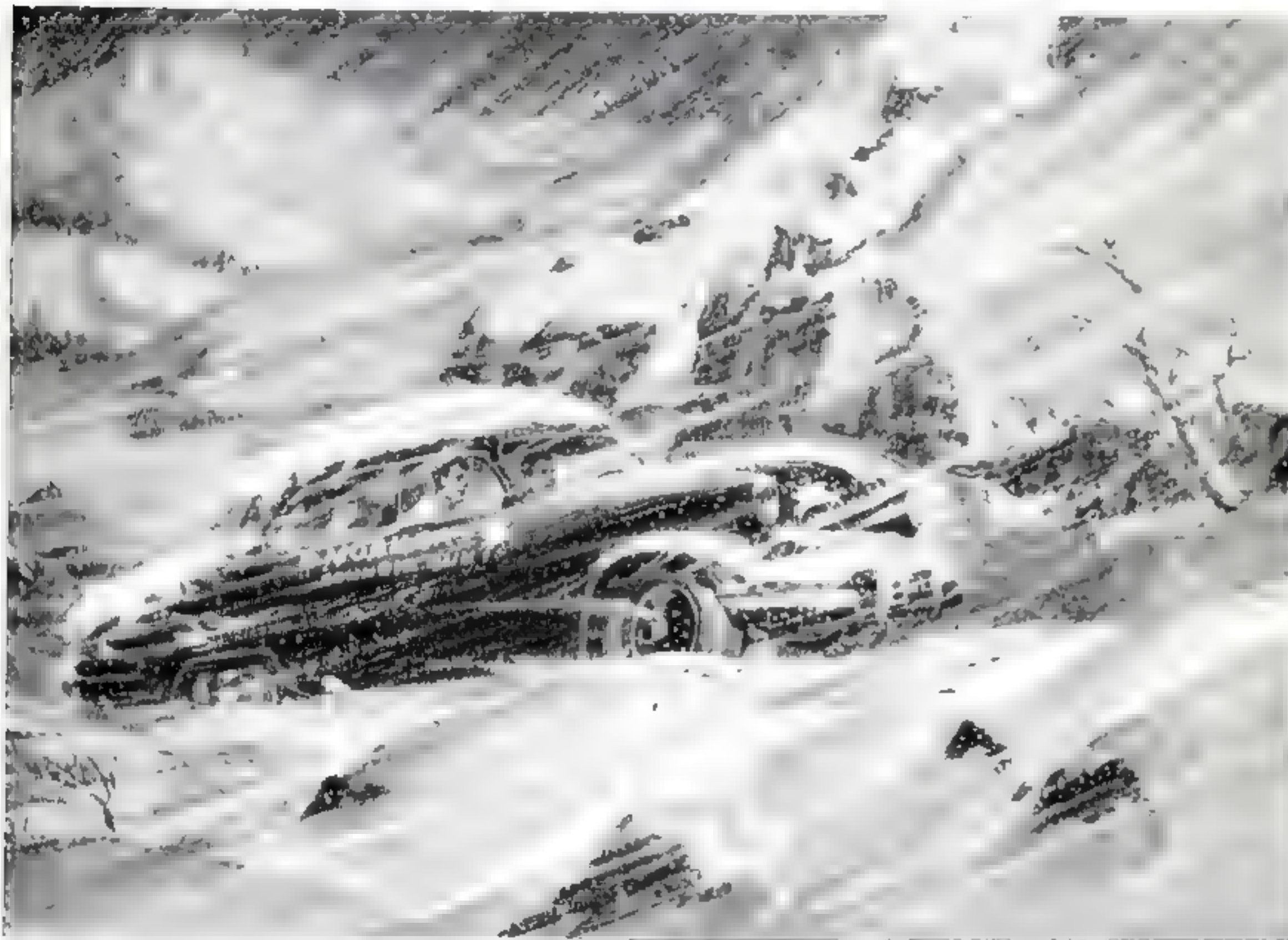


3-IN-ONE OIL

CONTINUED ON PAGE 136

Since the beginning of the Mobilgas Economy Run...

NO CAR HAS EVER WON WITHOUT B-W OVERDRIVE!



Through a blinding blizzard in Donner Pass! Tire chains had to be used.

Los Angeles to Sun Valley...
1954 Mobilgas Economy Run
... 1335 miles.
Sanctioned by



Through city traffic...



Across blazing desert...



Up steep mountain grades...

This year the top 4 cars in both ton-miles and straight miles per gallon were equipped with Borg-Warner's great gas-saving transmission

America's toughest gas economy contest for new cars squeezed into days every kind of driving you might meet in a full year—1335 miles of it. Again, the ton-mile Sweepstakes winner was a car with B-W Overdrive. So were the 3 runners-up, plus the first 4 cars in miles per gallon.*

Cars were driven the normal way under AAA Contest Board supervision. B-W Overdrive gave big gas savings. At cruising speeds, it automatically *reduced engine revolutions* 30%. 40 mph for a car meant 28 for its engine. At 30 mph, the engine did 21.

B-W Overdrive can deliver record-breaking gas economy in *your* new car. More than that, it can reduce engine wear. And you'll get a far smoother, quieter ride. There'll be less shifting in traffic. With B-W Overdrive, you'll enjoy extra driving pleasure and save money, too.

Overdrive is but one Borg-Warner contribution to the auto industry. Today, 19 out of the 20 makes of cars contain B-W parts such as standard and automatic transmissions, clutches, universal joints, propeller shafts, radiators, timing chains.

12 leading makes of cars offer B-W Overdrive with these advantages:

- Boosts gas mileage
- Saves engine wear and repair
- Quiets the engine—reduces vibration
- Delivers full emergency power instantly
- Makes driving more fun—anywhere
- Keeps a car young and modern longer

*IN ADDITION...

top records for cars with automatic drive in both competitions went to a car with B-W Automatic Transmission.



**ALMOST EVERY AMERICAN BENEFITS
EVERY DAY FROM THE 185 PRODUCTS MADE BY**

BORG-WARNER

These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago. ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • CLEVELAND COMMUTATOR • DETROIT GEAR • FRANKLIN STEEL • HYDRALINE PRODUCTS • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHUEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • PESCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WOOSTER DIVISION



Sleek

**the safe Depilatory
that creams off
facial hair in a jiffy!**

Sleek, created and developed by Elizabeth Arden is the safe way to remove unsightly hair on face, arms and legs.

Sleek is a dependable, medically safe depilatory, time-tested in purity, safety and effectiveness... incomparable for hair removal on delicate areas of the skin.

Sleek is a "must" for summer, the unveiling season with bare arms and legs dominating D.C. beaches! Use it freely to keep face, arms and legs satin smooth. Once used, you'll never be without it.

Sleek has the most delightful fragrance (unlike the average depilatory)—and leaves the skin smooth, smooth as satin.

Sleek is a safe quick action cream—works in minutes. It is a pleasure to use—no fussy preparations or messy aftermath.

Sleek is easy to apply. Simply cream on Sleek with your fingers... and minutes later rinse with warm water—and all hair vanishes with the rinsing. S L E E K... and it's off.



The safe Depilatory to use on your face as well as legs and arms!

Elizabeth Arden

THE REPUBLICANS CONTINUED

'It should be a congressional program'

CONGRESSMAN KIT FRANCIS CLARDY of Michigan has one main interest: to get publicity as a Red-hunter. Though a freshman congressman, he managed to wangle a prized assignment to the Un-American Activities Committee. He does not give a hoot for his party leadership. "It's wrong to talk about a presidential program," he says. "It should be a congressional program... people who bear down on the idea that the President should tell Congress what to do are out of the same mold as the German people who created Führer Hitler."



Clardy grew up in the Missouri farm county that also gave Jesse James his start. He dabbled in Republican politics while practicing law in Flint, Mich. until one night in 1950, when he brooded about the government. "I just could not think of anything in the government I liked, so I walked into the kitchen and told my wife I was going to run for Congress."

He was licked in the primary that year but he made it in 1952, when he was elected by 12,000 votes. The issue in Clardy's reelection—he has no primary opposition—will be Communism, or so he says. He plans to use the same line that beat his opponent two years ago: "I do not say my opponent is a Communist but after all he is a member of the Americans for Democratic Action...."

It is difficult to assign common reasons for the continuing backwardness of these ten Republicans. An easy answer to what moves them would be to dismiss each in turn as a representative of an extreme but by no means untypical provincialism that is all too evident among local politicians in both major parties. This provincialism is what underlies their isolationism on world affairs—a kind of isolationism that finds it difficult to vote foreign aid monies to combat big-time Communism abroad but is eager to fight the Communist menace, real or suspected, at home.

In another sense this attitude reflects a kind of confidence, bordering almost on complacency, in the American way of life. Their confidence assumes that in times of comparative peace the Republic and the Republican party can afford the luxury of allowing each individual to pursue his own objectives irrespective of the national interest. At least this is true individually; each one of these men is sure he is pursuing his course for truly patriotic motives; each in turn would be shocked, indeed outraged, to hear himself described as an enemy of his party and the Administration.

Is there any hope of reconciling them to a new course? Though no general answer can be given in the affirmative, the case of one man, New York's Dan Reed, is both instructive and cause for hope.

The conversion of Dan Reed

A YEAR ago, a gallery of Republicans whose support of Eisenhower ranged from lukewarm to icy could have led off with Dan Reed. The bitter battle which he waged and lost against the President on extension of the excess profits tax was the dramatic crisis of the Administration's 1953 congressional program. All Democrats and most Republicans expected he would spend this year getting his revenge. But as a Democratic member of his Ways and Means Committee describes it, the change in Chairman Dan Reed has been a "miracle."

Though he called the Social Security Act "unconstitutional" in 1935 and since then repeatedly fought Democratic liberalizations of it, Dan Reed skillfully steered Ike's request for an expanded security program through his committee this spring. On the floor of the House only six Southern Democrats and two Republicans (including Wint Smith) opposed Reed's pro-Eisenhower handiwork.

Working intimately with Eisenhower's officials in the Treasury, Dan Reed wrote and guided through the House two major tax bills this year. The President failed to get everything he wanted but he got infinitely more than seemed possible a year ago.

Jaw-jawed Dan Reed is not a 100% Eisenhower man yet. He had successfully bucked the Randall Commission program for freer foreign trade and one of his prices for cooperation on social security was an agreement not to push that program this year. Part of the arrangement, however, was that Reed agreed to facilitate a one-year extension of the basic Reciprocal Trade Agreements Act—a law he has voted against five times in the past.

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get
**FAST
RELIEF
WITH**



The way
thousands of
physicians and dentists recommend

Here's Why...

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

INGROWN NAIL

Hurting You?

Immediate Relief!

A few drops of O-TOL will be blown in to relieve the pain of ingrown nail. O-TOL is a powerful antiseptic and will keep the nail from growing back into the skin. Use O-TOL on the nail at the point where it is ingrown and this prevents further pain and discomfort. O-TOL is available at all drug counters.



WE PADLOCK THE PURITY OF YOUR MILK

SAYS JOHN H. STEWART, PRES. OF TWIN PINES FARM DAIRY, DETROIT

"We're fussy about milk. We watch over every drop of milk every second of the day. And when it leaves our dairy, we padlock its goodness and purity with the famous sanitary Sealright closure."

That's how John H. Stewart, President of Twin Pines Farm Dairy, and thousands of wide-awake, sanitary conscious dairy executives feel about wonderful, healthgiving milk you get delivered to your door. When milk is delivered to your home be sure this famous closure is on it. Tasty, refreshing milk needs this protection.



Today and Every Day
30,000,000 People Will Use a
Sealright Container or Closure.

CONTINUED ON PAGE 139



If you like a well-organized kitchen... you'll love the new Westinghouse Food File Refrigerator

It's an entirely New Kind of Refrigerator with a **SPECIAL PLACE** and **SPECIAL COLD** for each and every kind of food! Yes, just as you file your recipes . . . now you can file your food where you can find it easily and quickly. For this new Westinghouse Refrigerator gives you 100% *organized* storage space for any type of food . . . frozen, cooked or fresh . . . with the right cold to keep it safely.

It's FROST-FREE, of course. No defrosting to do in the Freezer or in the Refrigerator . . . no messy defrost water to empty **EVER!**

See TV's Top Dramatic Show . . . Westinghouse Studio One . . . Every Week

Giant Freezer . . . Holds 56 lbs. frozen foods in safe zero-cold.

Exclusive Beverage Keeper . . . Just the right cold for all beverages.

Meat Keeper . . . Keeps up to 18 lbs. of meat butcher-fresh.

Roll-Out Shelves . . . Bring foods out front, in sight, in reach.

Cheese File . . . holds 2-lb. package at proper temperature and moisture.

Butter Keeper . . . Keeps butter just right for easy spreading.

4 Egg Keepers . . . Lift out one or two eggs, or remove entire section.

Two Big Humidrawers . . . Keep more than 34-bu. vegetables garden-fresh.

Fruit Bin . . . Holds quantities of fruits in door, at your finger tips.

Snack Keeper . . . Stores candy, sandwiches, canapes and tidbits.

YOU CAN BE SURE... IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION, ELECTRIC APPLIANCE DIVISION, MANSFIELD, OHIO

There's something
"SPECIAL"
about Birds Eye
quick-frozen
Orange Juice



Product of General Foods



Better buy Birds Eye and get that something "SPECIAL"

Copyright 1964, General Foods Corp



Stands Ready

*to protect your interests
day and night*

You probably recognize this trademark.

It's the Hartford Stag—a symbol of prompt, considerate insurance service.

Look for the Stag on any policy you buy to protect your home, your car, your business or your farm.



**Vacation Time
is here!**

Don't go away without insurance. Protect your camera, sports equipment, clothing, jewelry—everything you take on your trip. Costs only pennies a day!

*Year in and year out
you'll do well with the*

Hartford

**HARTFORD FIRE
INSURANCE COMPANY**

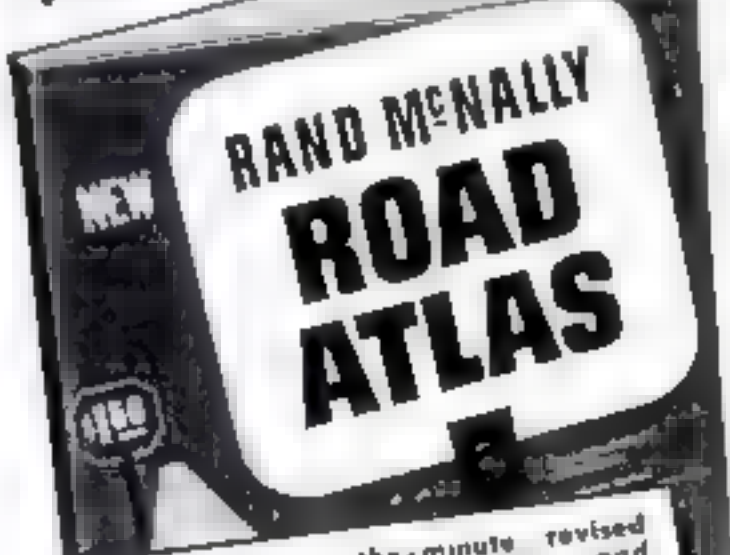
**HARTFORD ACCIDENT
AND INDEMNITY COMPANY**

**HARTFORD LIVE STOCK
INSURANCE COMPANY**

Hartford 15, Connecticut



*Do you have the
new 1954*



- Completely up-to-the-minute revised highway maps of every state and Canada and Mexico
- Comprehensive, easy-to-read index with latest population figures
- New maps of major U.S. National Parks
- Mileage chart and map showing driving times between important cities

\$1.50 Heavy paper
cover
De luxe edition, \$3.50

At book map
and stationery
stores everywhere

AMERICA'S FAVORITE ROAD GUIDE

THE REPUBLICANS CONTINUED

Dan Reed once prided himself on his obstinacy. Now he says, "I am part of the Administration."

Some pessimists argue that it is not possible for Eisenhower to change the Republican party because the tools are not at hand. Once a President could enforce discipline upon his followers with the weapon of patronage. In the years of Democratic administrations when the federal payrolls were steadily expanding it was a useful adjunct to the power of the presidency. But President Eisenhower came in pledged to reduce the federal payrolls and they have shrunk so much in his Administration that in 18 months the Republican National Committee has found only enough good patronage jobs for 2,500 deserving Republicans.

Today patronage is perhaps the least effective way of enforcing party unity. It did not figure in Dan Reed's case. Speaker Joe Martin actually had more jobs to fill when he was leader of the minority than he has had since 1952. And despite the present paucity of jobs, the screams from senators for the "right" to fill those few show how even limited patronage can be a presidential weapon.

Through TV, Eisenhower has entered the living rooms of 48 million Americans. His power over public opinion makes a first-class demagog like Joe McCarthy water at the mouth. Eisenhower's still fantastically strong following throughout the country is what all politicians dream about.

What he lacks in patronage he and his Republican National Committee more than make up for in control of campaign funds. His Bureau of the Budget can recommend (or disapprove) projects in congressmen's home districts. His liaison men and the President himself have tried out these weapons on such legislation as the St. Lawrence Seaway and the tax bill. Politician Eisenhower will have to use these tools of office more often.

A few threats and simple lessons

HIS greatest weapon will get the acid test in November. If pro-Eisenhower Republicans run handsomely, despite his present intention to tuck his political coattails into his presidential pants, all Republicans will take serious note. "If Senator John Sherman Cooper can get re-elected in Kentucky," says a Republican congressman who has studied his party's wavering roll calls, "it will be worth six Senate votes for the Administration."

Gentle persuasion and cooperation over a long 12 months made Dan Reed "part of the Administration." Other Republicans need rough, tough treatment. A few threats, particularly if they were carried out, would hurt no one except the recalcitrant Republicans. The Eisenhower wrath is a wondrous thing to behold, but few senators have had that salutary experience.

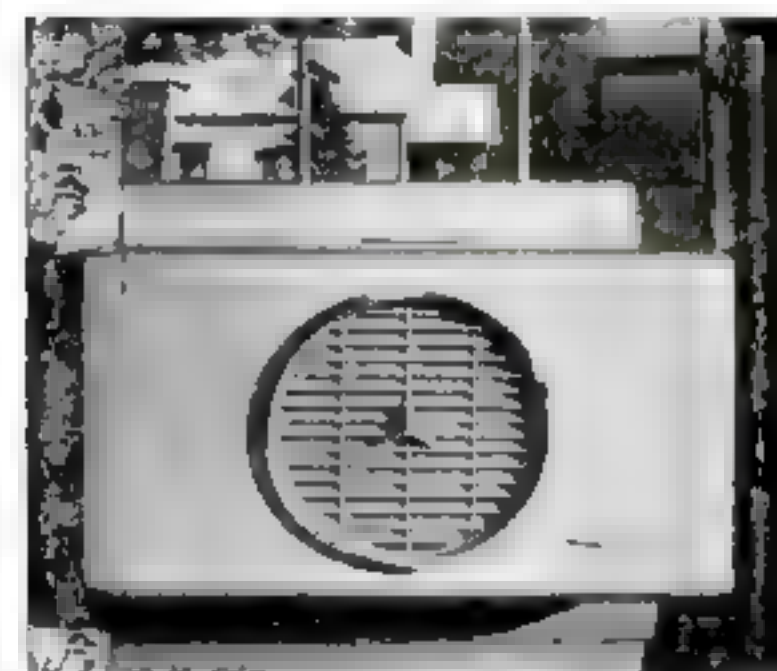
Other Republicans need simple lessons (Democrats can explain the matter) in how to read the election statistics of November 1952. Some, like Molly Malone, are beyond Ike's reach. But if Republican leader Dwight Eisenhower can make a convert out of Dan Reed, there is a good chance that by choosing weapons suitable for each target he can eventually make similar converts of the Bill Jenners, Milt Youngs, Wint Smiths and Harold Grosses.

That is, if Eisenhower and his Republican party have enough time and enough determination.



REFORMED REED shows his new cooperative spirit. At luncheon, after losing his battle against Eisenhower's proposed extension of the excess profits tax, he greets President with a smile exceeded only by that of Vice President.

MOST POWERFUL ROOM AIR CONDITIONER



The 1954 Fedders is beautiful *outside*...powerful *inside*, proved in tests more powerful than many other room air conditioners! Fedders exclusive V-type evaporators give you 33% more cooling area...greater reserve capacity for hot, muggy days. Greater filtering and air-cleaning area. And you get greater dehumidifying power, too. Be sure you look "under the hood" when you buy a room air conditioner. Look at powerful Fedders!

FEDDERS gives you PUSH BUTTON WEATHER



Fedders makes *you* the boss of all this cooling power. Exclusive Built-In Weather Bureau gives you the cool, clean weather you want at the touch of a button. Lets you ventilate, whisk away stale, smoky air...both independently of cooling. Rotatable Grille sends air in any direction. Exclusive new Reverse Cycle Heat Pump* switches from cool to heat to cool *automatically* to maintain the temperature you set. See Fedders in action—best engineered room air conditioner on the market. Also sold throughout Canada.

*Extra cost on 3/4-ton Deluxe and 1-ton Window Models.
†Based on our continuing laboratory tests of air handling trends.

1954 FEDDERS

MAIL TODAY!

Fedders-Quigan Corp., Dept. 13-A
Buffalo, N. Y.

Please send me books checked on how I can sleep, work, live better with a Fedders.

- ☐ "Champion of your personal comfort"
☐ "How to sleep cool when it's hot"

Name _____

Address _____

City _____

State _____



WEDDING GIFTS are inspected before the ceremony by Frances, her mother to her sister Mary.



IN ANCESTRAL HOME of bridegroom during a presenting ceremony, John and Frances wait at foot of the stairs in the great hall to receive gift from tenants.

Life Goes to London's Wedding of the Year

ROYALTY ATTENDS MARRIAGE OF NOBLE PAIR

Next to a glimpse of royalty, nothing delights the hearts of sentimental Britons so much as a truly fashionable wedding. This month, when the Honorable Frances Roche was married to Viscount Althorp, they got a taste of both.

The bride, whose father, Lord Fermoy, was a friend of George VI, grew up on the queen's estate at Sandringham. Lord Althorp, only son of the Earl of Spencer, went with Elizabeth on her royal tour as Acting Master of the Royal

Household. So it was only natural for the royal family to turn up at the wedding, making it beyond any doubt the wedding of the year. What was more, the Duke of Kent was an usher and the queen lent St. James's Palace to her young friends for the reception. There left Photographer Carl Mydans, the only press cameraman permitted in the palace, took an unusual picture (opposite page) of royal visitors getting acquainted with the young wedding attendants.



ON FATHER'S ARM bride, wearing white faille gown and mother's diamond tiara, enters the Abbey.



AT RECEPTION in Tapestry Room of palace the couple greets Bishop of Norwich who married them.

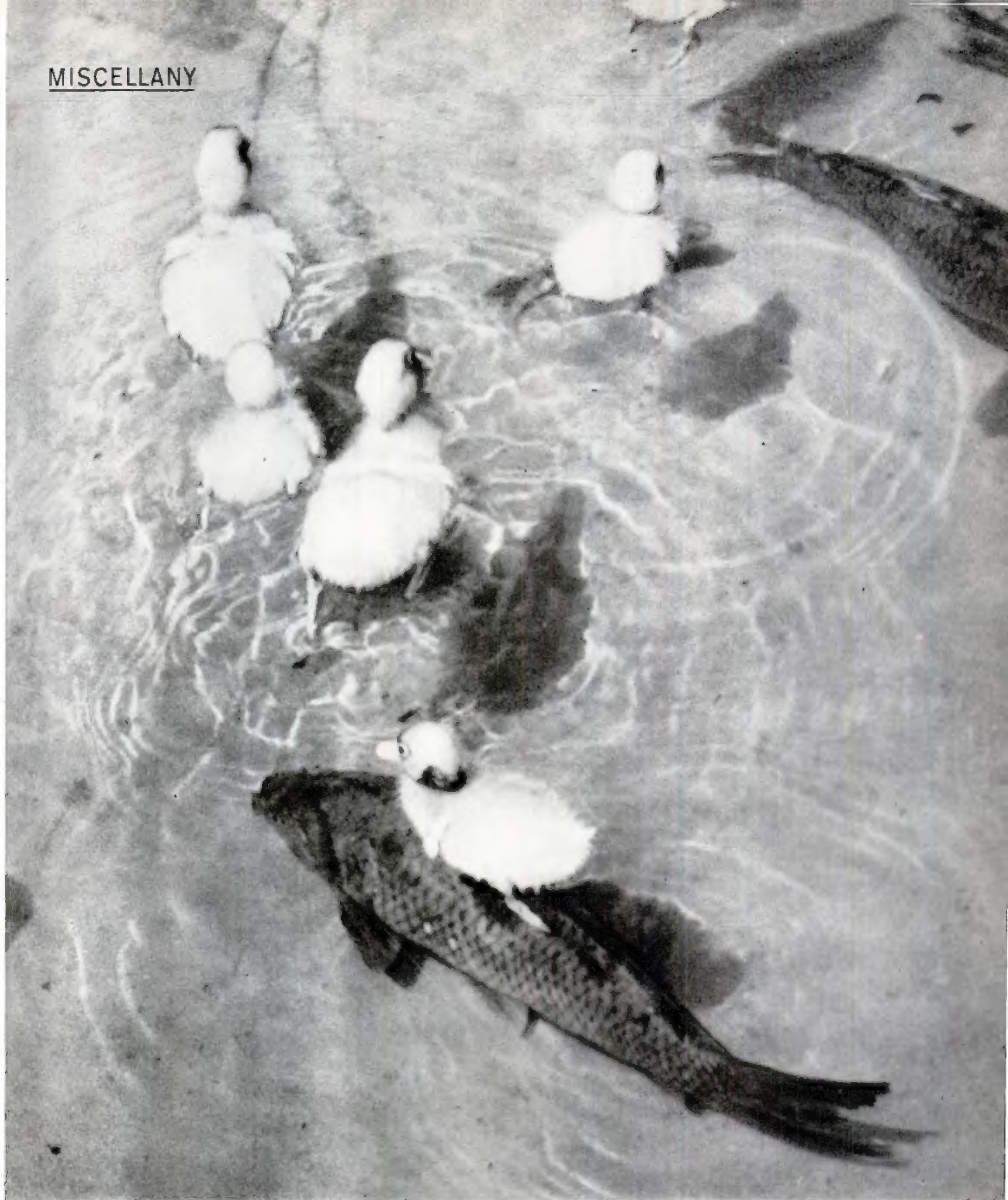
IN ST. JAMES'S PALACE a few moments after the ceremony, the bride, who is 18, and the bridegroom, who is 30, rush up stairway to prepare for reception.





A ROOMFUL OF ROYALTY admires young attendants at the reception. At center: the Queen Mother and the Princess Royal. At rear left, the Duchess of

Gloucester and Queen Elizabeth stand in front of the Duke of Kent, Princess Alexandra and the Duchess of Kent, Princess Margaret is at right of the door.



CARPBACK CAPER

Even the most adventurous circus impresario would hesitate to work up an act out of some carp and ducklings. But for one afternoon the zoo at Davenport, Iowa booked the carp-riding duckling above. The act developed inadvertently when Superintendent Emil C. Plambeck

cleaned the carp pond and filled it with only five inches of water, leaving the tips of the fishes' fins exposed. Spotting them, curious ducklings who used the pond paddled over to peck. One ran aground on a fish and, as it darted away, went along for a brief carpbacK ride.



It is the essence of hospitality
to let your guests see
what you are serving.

You need never hesitate when it is

Old Grand-Dad

"HEAD OF THE BOURBON FAMILY"



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY COMPANY, FRANKFORT, KENTUCKY



There's this about Coke ...

You know you're buying quality

You trust the quality of Coca-Cola ... with reason aplenty. The "good things from nine sunny climes" that give Coke its matchless flavor are the world's finest. Always and everywhere it's pure as sunlight. You buy Coca-Cola with confidence ... serve it with assurance to your family and friends.



See EDDIE FISHER on "Coke Time"
NBC Television twice each week.



COPYRIGHT 1954, THE COCA-COLA COMPANY

"COKE" IS A REGISTERED TRADE-MARK.